

57554

**BBA 6th Semester (N. S.) 2014-17
Examination – May, 2024**

CONSUMER PROTECTION

Paper : BBAN-604

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section-A (Question No. 1) is *compulsory*. Attempt four questions from Section-B by selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Explain the following in brief :

- (a) Consumerism
- (b) Consumer Exploitation
- (c) Rational Buying Motives
- (d) Right to safety

$8 \times 2 = 16$

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(e) Complainant

(f) Role of media in consumer awareness

(g) Mass Media

(h) Public Interest Litigation (PIL)

SECTION – B

UNIT – I

- 2. Discuss the types of consumers and state their different types of problems. 16
- 3. Explain the various consumer rights in India. 16

UNIT – II

- 4. Describe any *five* consumer protection laws under Consumer Protection Act. 16
- 5. Describe a 3 tier (quasi-judicial) mechanism for consumer protection under Consumer Protection Act. 16

UNIT – III

- 6. What do you mean by voluntary consumer organization. State their role in consumer protection. 16
- 7. What are the benefits of consumer awareness ? What role can government play in consumer awareness. 16

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UNIT – IV

8. What is ethics in marketing ? What are the ethical responsibilities of business towards customers. 16
9. Write short notes on the following : 4 × 4 = 16
- (a) Code of conduct
 - (b) Working and objectives of ASCI (Advertising Standard Council of India)
 - (c) Consumer awareness and consumer education
 - (d) Recent development in Consumer Protection.
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