

Roll No.

57554

**BBA 6th Semester (2014-17)
Examination – May, 2026**

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 : Attempt *five* questions in all, selecting *one* question from each unit. Question No. 1 is *compulsory*. All questions carry equal marks.

- 1.** Write short notes on the following :
 - (a) Consumer's Sovereignty
 - (b) Doctrines of Caveat Emptor and Caveat Vendor
 - (c) Basic Consumer Rights
 - (d) Organizational Setup under Consumer Protection Act, 1986

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- (e) Role of Voluntary Consumer Organizations
- (f) Ethical Marketing
- (g) Consumer Awareness

UNIT – I

2. Explain the concept and types of consumers. Discuss the need for consumer protection in today' s business environment.
3. Discuss the doctrines of Caveat Emptor and Caveat Vendor. How do these principles influence consumer protection ?

UNIT – II

4. Explain the organizational setup for consumer protection in India under the Consumer Protection Act, 1986.
5. Discuss the procedure for filing a complaint and the types of relief available under the Consumer Protection Act, 1986.

UNIT – III

6. What are the provisions of the Competition Act relating to consumer protection ? Explain with examples.

7. Discuss the role of voluntary consumer organizations and business self-regulation in ensuring consumer welfare.

UNIT – IV

8. What are the recent developments in the consumer protection movement in India ?
9. Explain the role of the Advertising Standards Council of India (ASCI) and ethical marketing as instruments of consumer protection.
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