

Roll No. ....

**57554**

**BBA 6th Semester (N. S.) 2014-17  
Examination – November, 2019**

**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 :** All question of Section 'A' are *compulsory*. Attempt any *four* questions from Section 'B' selecting at least *one* question from each Unit.

**SECTION – A**

1. Write short notes on each of the following :

- (a) Ethical marketing
- (b) Consumer education
- (c) Caveat emptor

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- (d) Customer buying motives
- (e) Consumers' responsibility
- (f) Voluntary consumer organizations
- (g) Sources of information for the consumer
- (h) District Consumer Protection Council

## **SECTION – B**

### **UNIT – I**

2. What do you mean by consumer ? What are the different types of consumers ? Elucidate the need for consumer protection in today's scenario.
3. Write a detailed note on basic consumer rights. Which doctrine is applicable in the real world- Caveat emptor or Caveat venditor ? Justify with examples.

### **UNIT – II**

4. What all measures have been taken in India for the purpose of protection of consumers ? Elucidate the organizational set up for customer protection under the CPA, 1986.

5. Write a detailed note on background and need of Consumer Protection Act, 1986.

### **UNIT – III**

6. Describe the various provisions for consumer protection under the Competition Act.
7. In view of different provisions and regulations introduced by the government, emphasize the need of self regulatory practices by businesses. Does it give an edge to the businesses ? Explain with supporting examples.

### **UNIT – IV**

8. Write a note on recent developments in the consumer protection movement in India.
9. What are different sources of consumer information in the market ? How are businesses employing 'ethical marketing' technique to ensure that required information is communicated to the customer ?