63/1 (SEM–6) DSE3/COMHE6216

2024

COMMERCE

Paper : COMHE6216

Group – B

(Consumer Affairs and Customer Care)

Full Marks : 80

Pass Marks : 32

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

1. Choose the correct option from the following :
   (any six)   1×6=6

   (a) Buyers who habitually purchase any product of a particular brand are known as

   (i) Habitual consumers

   (ii) Cognitive consumers

   (iii) Emotional consumers

   (iv) Impulsive consumers

Contd.

(b) Taxes levied by cities and towns are referred to as _____ taxes

   (i) Professional

   (ii) Property

   (iii) Municipal

   (iv) Local

(c) A _____ contains information about a product on its container, packaging or the product itself.

   (i) Label

   (ii) Brand

   (iii) Trade Mark

   (iv) Package

(d) Angry consumers, who voice their complaints and also show a switching behaviour are known as

   (i) Voicers

   (ii) Irates

   (iii) Passives

   (iv) Activists

(e) Any person, aggrieved by an order made by National Commission may approach

   (i) Supreme Court

   (ii) High Court

   (iii) District Court

   (iv) Sessions Court

(f) The Consumer Protection Act, 1986 is replaced by which Act?

   (i) Consumer Protection Act, 2019

   (ii) Consumer Protection Act, 2010

   (iii) Consumer Protection Act, 2006

   (iv) Consumer Protection Act, 2001

(g) Who has the power to pass orders, prevent unfair trade practices and to impose penalties in case of misleading advertisements?

   (i) Central Authority

   (ii) State Authority

   (iii) Supreme Court

   (iv) National Commission

(h) The Banking Ombudsman Scheme is introduced under Section 35A of the Banking Regulations Act, 1949 by

    (i) IRDAI

    (ii) SBI

    (iii) SEBI

    (iv) RBI

(i) The Food Safety and Standards Authority of India is a statutory body established under

    (i) Food Safety and Standard Act, 2006

    (ii) Food Security and Smart Act, 2009

    (iii) Food Safety and Standard Act, 2011

    (iv) Food Safety and Standard Act, 2021

(j) CCC stands for

    (i) Consumer Council Commission

    (ii) Consumer Complaints Council

    (iii) Central Consumer Council

    (iv) Central Complaint Commission

2. Answer the following questions : *(any five)*
                                           2×5=10

    (a) What is consumer satisfaction ?

    (b) Define packaging.

    (c) What are Restrictive Trade Practices ?

    (d) Define goods and services under the Consumer Protection Act, 1986.

    (e) What are frivolous complaints ?

    (f) Define defects in goods under the Consumer Protection Act, 1986.

    (g) State *any two* Statutory Powers of FSSAI ?

3. Answer the following questions : *(any six)*
                                           5×6=30

    (a) Explain the concept of price in retail and wholesale.

    (b) Write a short note on consumer buying behaviour.

    (c) What are the duties of a mediator ?

    (d) State the jurisdiction of National Commission.

    (e) What are the various grounds for filing a complaint ?

(f) What is Vexatious Search?

(g) What are the duties of the Banking Ombudsman for digital transaction?

(h) Write the features of Electricity Regulatory Commission.

(i) Explain in brief the features of AGMARK.

(j) What are the main elements of Citizen Charter?

4. Answer the following questions: *(any two)*
10×2=20

(a) State the rights of the consumers that are protected under the Consumer Protection Act, 1986. Also state the responsibilities of the consumers.
5+5=10

(b) Discuss the various factors affecting consumer complaining behaviour.

(c) What is Product Testing? Explain the benefits of product testing and also mention the major techniques of product testing. 2+4+4=10

(d) Explain the cases of medical negligence under the Consumer Protection Act, 1986. 10

5. Answer the following questions: *(any one)*
14×1=14

(a) What is customer dissatisfaction? What are the causes of customer dissatisfaction? Also suggest remedial measures for consumer dissatisfaction.
2+6+6=14

(b) What are the objectives of ASCI. Write a note on the products and services that are banned from advertising in India. 7+7=14

(c) What are the objectives of consumer movement? Also explain the features of Consumer Movement in India.
7+7=14

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