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Course: B.Voc, Program: Agriculture
Subject: Consumer Affairs, Code: AGR -805
Semester -V

Time: 03 Hours**Max Marks:70****Instructions to the Students:**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1.	a How are purchase decisions made?	(2)
	b How does consumer behaviour affect the market?	(2)
	c What is meant by 'law of demand'?	(2)
	d What is consumer protection?	(2)
	e Who comes under consumer protection?	(2)
	f State any 2 points that highlight the importance of consumer protection from a consumer's point of view.	(2)
	g What is the importance of voluntary consumer organisation?	(2)
	h Who is called the father of consumer movement?	(2)
	i What is the main aim of consumer movement?	(2)
	j Who can file a complaint in consumer court?	(2)

SECTION –B (LONG ANSWER TYPE QUESTIONS)

2. Vasant purchased a bottle of pickle from the local grocery shop. The information provided on the bottle was not clear. He fell sick on consuming it. He filed a case in the district forum under the consumer protection act and got

- the relief. a) Identify the important aspect neglected by the marketer in the above case. b) Explain briefly the function of the aspect identified in a).
3. Explain the importance of consumer protection from the point of view of businesses. (10)
 4. What are the responsibilities of a consumer? (10)
 5. What are the various ways in which the objective of consumer protection can be achieved? Explain the risk of consumer organisations and NGOs in this regard. (10)
 6. Critically examine the progress of the consumer movement in India. (10)
 7. Explain the role of press in consumer protection. (10)
 8. Who can file a complaint in consumer court? (10)
 9. 'The social environment of business is important for a business enterprise'. Explain. (10)

==END OF PAPER==