CONSUMER EDUCATION AND PROTECTION

STUDY NOTES

- · Every human being is a natural consumer as he or she purchases goods and services.
- A consumer faces many problems in day to day life the goods and services are not up to mark in quality for
 what he or she has paid, a consumer is being supplied less than what was promised, sometimes the advertisements
 are very attractive but in the reality things are of inferior quality.
- Consumer usually gets charged higher price due to his ignorance. Therefore there is a need for corrective measures and protection to the consumer.
- Government has formulated various laws and guidelines for maintaining quality of the products and services as well as for the redressal purpose.
- These laws and regulatory guidelines should be known to consumer to be effectively applied, only then a consumer will be able to benefit from these.
- Moreover Indian government has become very liberal and open the doors to foreign companies. Therefore myriad
 of products are made available by foreign companies which creates a variety to choose from, at the same time
 they are governed by different laws and systems.
- In order to become an informed consumer and to take a well informed decision and to avoid problems of malpractice, exploitation by unscrupulous sellers, misleading advertisements consumer education and protection is very important
- It is important for a consumer to know the laws and regulations and the rights and responsibilities of the consumer.
- A consumer needs to know his rights and responsibilities as the consumer is responsible for the development and growth of the country's economy as he buys goods and services and increases flow of money into the market.
- A **consumer product** is any article produce, distributed for sale to a consumer for personal or family use in home or in any institution.
- Consumer behaviour means the process of thinking and decision making through which a buyer goes while purchasing goods and services.
- A **consumer forum** is an organisation or a platform where the consumer products and services, their advantages and disadvantages can be discussed and help can be seek to address the problems of consumer.
- Consumer footfall means the number of consumers visiting any given market or space for utilising their services
 in a particular unit of time, when number of consumers visiting a mall or a store or a space or an institution
 increases it means that institution or store or seller is creating higher profits or higher interest.
- While purchasing goods and services, consumer expects quality, genuity, correct weight and measures, ethics in
 sales and promotions, a competitive and reasonable price with appropriate information to use and the purity of
 product, many times consumer feels cheated as the manufacturer or the service provider does not fulfill these
 expectations.
- Moreover the consumer suffers from mall practices like adulteration, faulty measures, high prices and other harmful
 effects.
- Adulteration is also a major cause of disturbance to the consumers. It may be intentional or unintentional, sometimes a quality ingredient is removed from the product intentionally and inferior quality ingredient is added to make more profits. By doing this nature and quality of the product gets hampered. Adulteration is a serious problem as not only it is a money loss but also a health and safety hazard.
- Prices of commodities and services are normally affected by government policies, availability of demand and supply market, locations, transportation, promotions and marketing and convenience of the consumer.

- It may happen that a genuine good or service maybe of higher price due to various reasons but sometimes it
 also happens that the consumer is cheated at higher prices as he is not well informed and does not care about
 the reading labels, brochure etc.
- Most of the consumers do not know the **rights and responsibilities** and the legislative provisions which are there in the place to protect them.
- Consumption sustainability word is in vogue nowadays. The focus is on natural way of consumption and marketing. Green marketing provides a consumer with products and after purchase services which are sustainable according to the nature i.e., which create lesser wastage, use lesser raw material and save the resources.
- Consumer education and protection is a tool which is which aims at empowering and informing consumers about the legislation and policy matter, protection which directly affect their rights and choices as a consumer.
- Government of India has established consumer protection act 1986. This act has 4 basic rights: right to safety;
 right to be informed; right to choose and right to be heard, two additional rights are also added, right to redressal and right to education.
- For the consumers the main stipulative of this act is to protect consumers from fraudulent trade practices prevalent in market and to provide him appropriate redressal.
- The law is enacted to provide a simple, speedy and inexpensive redressal to the consumer. It aims at protecting the consumer against all kinds of mal practices and exploitation.
- This act has two implications first it gives right to the consumer to complain about his or her grievances and seek speedy redressal, secondly consumer can seek compensation for loss or injury suffered on account of negligence of the manufacturer,
- The Consumer Protection Act 1986 has been reframed many times, recently it was replaced by the Consumer Protection Act 2019, which has some new features which further safeguard the consumer along with the existing rules.
- There are stricter penalties for misleading advertisement and are guidelines for E-Commerce and electronic service providers.
- Consumer rights: The rights which legally protect the consumer interest related to goods and services.
- The consumer rights include right to safety which means the consumer has right to be protected against any harmful hazardous product or its effect to his health or his life.
- Right to be informed means the consumer has right to know about the quality, purity, standards price services after sales services and other peculiarities about the product or service he is purchasing.
- Right to choose means that a buyer or the consumer has every right to access to all the products of all the varieties
 of different qualities, quantities, prices, design and other differences and has a right to choose as per his or her
 needs and desires.
- A consumer has right to be heard, it means if a consumers feels cheated or suffers any grievance, he has a right to go to the authorities. State and voluntary Agencies both are working for this right of the consumer.
- Right to seek redressal means the consumer can seek compensation for the harms she/he has received due to faulty goods or service.
- A consumer also has right to consumer education so that he is able to make wise decisions while purchasing and
 availing goods and services, this implies that the consumer, the government and Agencies has a responsibility to
 make the consumer aware about different legislations and standardisation or other guidelines and regulations.
- Other than the consumer protection act, standardization marks have also been introduced which are aimed and ensuring the quality and purity of the product.
- There are different standardization marks for different category of products like ISI which is a certification marks from Bureau of Indian Standards earlier called the Indian Standards Institution.
- In this term licence are issued to manufacturers whose goods meet a required standard for the product or services included under ISI.
- It covers various vegetables, fruits based products, spices condiment, processed food, soya product, beverages, cereal product. It also covers electrical goods, soap, detergent, paper, kitchen appliances, some of these products are under mandatory certification like kitchen and electrical goods
- Agmark and fruit product order (FPO), ISI, FSSAI are other such standardisation marks which has a particular logo for easy recognition by the common people.

- In different situations the subject maybe called as consumer education/consumer studies/consumer behaviour/consumer in the market/consumer education and protection etc.
- Working in consumer education and protection area, career of a person may have working areas like different government organisations like Bureau of Indian Standards, Directorate of marketing and inspection, Ministry of Consumer Affairs at various post of decision making, managerial and Technical positions.
- A person can work in voluntary organisations where testing of the products, awareness programs and publication for the consumer education are being run.
- A person can also work in corporate houses which has consumer division and customer relationship management as well as customer facilitation services for handing consumer grievances and consumer needs.
- Higher positions can also be held at the consumer database management organisations.
- Many market research organisations also work in areas of consumer behaviour.
- Freelancing work of writing about consumer problems and market trends can also be done independently.
- Consumer club are also run by schools and colleges and private organisation so a person can work there as a
 consultant, as a teaching consultant as well as freelance consultant in the field of consumer force and alternative
 literacy mechanism.
- May work with department of publicity where content is created for audio and visual advertisement, can also do
 editing work for print media.
- A work of consumer activism with legal training can also be done and can also work in consumer Protection forums.

QUESTION BANK

MULTIPLE CHOICE QUESTIONS

	Market State Line (Line Line Line Line Line Line Line Line	NAME OF STREET	CONTRACTOR OF THE PROPERTY OF							
	Consumer protection act came into force in (a) 1955 (b) 1986) 2019 (d) 2011							
2.	Articles produced, distributed for sale to consumer for (a) Consumer behaviour (b) Consumer footfall	his (c)	s or her personal use is called							
	(c) Prompting for particular product	(b) (d)	(b) Giving enticing offers (d) Both (b) and (c)							
	Here the consumer should approach in case of grievan (a) Consumer forum (c) Bureau of Indian Standards	(b) (d)	State council for consumer							
5.	Problems regarding installation of equipment belong to (a) Inferior selling (c) Unfulfilling of conditions	(b)	his category of problems b) Inadequacy of after sale services l) Faulty selling							
	 (a) Means providing natural products (b) Promotion of services related to environment (c) Promoting environment friendly products and services (d) Providing Green, healthy products 									
7.	Which among the following is not a problem faced by (a) Quality products (c) Services related to product	(b)	consumer for quality g Fair price Availability of market	oods?						
8.	Identify the strategies of clever and deceptive market (a) Seasonal and Combo sales (c) Lucky draws on particular purchases.	(b)	egies. Big discounts on purch Both (b) and (c)	ase of particular amounts						

- Fruit product order ascertain quality of various fruits and vegetables and processing of these products.
- FPO also lays limits on metallic contaminants and preservative for different food product.
- Woolmark and Silk mark are standardisation mark for quality of wool and silk respectively. The mark indicates
 about the purity of the product. This also a quality assurance label for the pure silk as it also depicts that the
 material contains 100% natural silk
- Hallmark is standardisation sign for the metals like Silver Gold Platinum articles, it certifies that the metal used and conforms to the national and international standards of fineness or purity.
- FSSAI the food safety and standards Authority of India has been established under the food safety and standard
 Act 2006. This ensures that every producer or seller of food articles maintains and ensures minimum standards
 of quality for human consumption, every food product has to have sign of food safety and standard Authority of
 India
- Eco mark scheme is also there operated by BIS which is used on consumer products like soap, detergent, materials, plastic product. The logo of eco mark indicates that this product is environment friendly and it will not produce any hazardous waste, it is biodegradable and can be recycled.
- Various government and non government organisation, voluntary consumer organisations as well as Government
 of India at central and state level are doing consumer education and protection programs. They disseminate
 information through magazine, booklet, new letter, audio visual materials, research reports to print media on radio,
 TV, social media etc.
- Consumer awareness organisation are engaged in comparative testing of product, creating consumer awareness about and safe and harmful products, immitations. They also disseminate information about legislative provision, legal advise and advocacy available. They also help in handling consumer grievances and complaints.
- These **consumer organisations** also bring publications in the interest of consumers. VOICE a Delhi based consumer organisation brings out Consumer Voice and Ahmedabad base consumer organisation brings out INSIGHT like wise many other consumer unions in other countries also bring publications to where they aware the consumer about their rights and responsibilities.
- The consumer responsibilities are a consumer should know, they should regularly update their knowledge about laws and legislative provisions made by government for the protection.
- They also should be honest and purchase with original invoices or receipts.
- Consumer should gather sufficient information before buying or making a purchase about different choices, varieties, qualities and prices available in the market.
- Consumer should be assured of the quality he is buying through standardisation marks. A consumer should read
 all the information on the label or brochure, he should feel free to ask and choose as per his need.
- Consumer should keep all the receipt and other documents of purchasing in case he needs to file the complaint in case of defective or malfunctioning products.
- Consumer needs to read all the information, regarding charges, service charges, liabilities, conditions, terms and documents while buying insurance, shares, bonds, credit cards or Bank deposits.
- Consumer needs to increase his or her awareness about various International or National Organisation, their activist, and can become a member of such organisations.
- Consumer should not feel pressure of advertisement and should make a informed choice while buying things.
- To be successful in the field of Consumer Studies, a person should have knowledge of consumer protection agencies as well as about various organisations and laws and legislative feature.
- The person interested in working in the field of consumer also needs communication skills entrepreneurship, attitude. He or she has to be good listener, able to understand and plan and develop program, advertisements, panel discussion, Nukkad Natak, can prepare print material for different media.
- He or she needs to have good writing skills for developing education material for education, and consumer protection needs of consumers and to be able to help to the needy consumers.
- The basic degrees needed for the for entering the area of consumer education for various jobs and professions, individual has option of degree courses like BSc home science, BA home Science, BSC family resource management, BSc home management, BSc resource management, Bachelor of Business Administration, Bachelor of Business studies.

9.	1 0	tect themselves from adve) Standardisation) Both (a) and (b) both	erse market strategies.
10.	Present Consumer Protection Act 1986 has been latest re (a) 2001 (b) 2011 (c)	vised in year) 2019	(d) 2006
11.	The four basic rights mentioned in Consumer Protection (a) Right to safety, information, choose and right to be 1 (b) Right to life, right to be informed, right to redressal, (c) Right to consumer education, right to file complaints (d) Right to safety, to information, to choose, to be hear	neard. right to compensation , right to life, fight to che	pose
12.	The major function of the consumer protection act include (a) To protect consumer from fraudulent trade practices (b) To provide redressal to them (c) Self help and protection against exploitation and unf (d) Establishing ease of reach to consumers		
13.	(11)) Imported goods) None of these	
14.	(")8	nt of negligence of the n Right to seek redressal Right to be heard	nanufacturer comes under this
15.	Consumer Protection Act 2019 include all except (a) introduction of a central regulator (b) (c) guidelines for E-commerce and electronic services produced in the commerce of the commerce and electronic services produced in the commerce of the commerce and electronic services produced in the commerce of the commerce and electronic services produced in the commerce of the commerc	strict penalties for misle rovided	eading advertisement
	(-)	FSSAI	(d) Consumer mitra
17.	A consumer has right to present and seek solutions before his/her interest, this right of the consumer pertains to "the (a) Heard (b) Redressal (c)	e right to be	all those matters which affect ". (d) Information
18.	(-)	it comes under Restricted trade practice None of these	
19.	Consumer has purchased a fridge but it is not working How can he be true? (a) The fridge may have sold on some scheme of discout (b) The consumer didn't take the original invoice/receipt (c) The consumer didn't produce the original receipts. (d.	int.	denies selling fridge to him.
20.	A shopkeeper ask Raman to buy the product he is offering (a) Right to be informed (b) Right to choose (continuous continuous continu	ng, which right of the con Right to be heard	sumer is being denied? (d) Right to safety
21.	A consumer consumes a food item and gets ill, but the chave been possible? (a) The consumer didn't read label properly about consumer to the consumer cannot produce original invoice/receipment (c) The consumer bought the food on sale. (d) All of the above	imption and storage of foo	

22	How many rights have been mention	on under Consumer	Prot	ection Act 2019?							
	(a) 4 (b) 6		(c)	8	(d) 5						
23.	What could be the other mechanism (a) Imparting consumer education (c) Guidelines connected with lice		(b)	umers other than the legi Awareness about Standar All of these	rdisation						
	ISI standardization has been given (a) Directorate of agriculture and (c) Food safety and standards auth	marketing hority of India	(b) Bureau of Indian Standards (d) Directorate of marketing and inspection								
25.	Cereals and soybean products cont (a) BIS (b) IS		as standardization mark. (c) AGMARK (d) FSSAI								
26.	The expanded form of FPO is (a) Food Product Order (b) Fig.	ruit Process Order	(c)	Fruit Product Order	(d) Food Produce Order						
	Wool mark gives Assurance that the (a) pure, synthetic (c) pure, without any other fibre		(b) (d)	pure, natural Pure, mix of natural sou	irce.						
28.	(a) ISI is a standardisation in (b) H	mark mandatory for j Iallmark	ewe (c)	llery. 24 carot	(d) BIS						
29.	Wool mark is given by (a) Directorate of marketing and it (c) International Wool Secretariat	*	(b) Association of Indian garment industry(d) None of these								
30.	AGMARK is being given to the p (a) directly from farms (c) all Agricultural produce		(b) processed farm products (d) cereals and pulses								
31.	A packaging shows a sign of an e (a) Biodegradable nature of the pro- (c) Unsustainable nature of the pro-	roduct	oes this mark stand for? (b) Biodegradable nature of packaging (d) Depict handloom products								
32.	Eco mark has been promulgated b (a) Cottage industry (c) BIS		(b) National Green Tribunal(d) Ministry of Natural Resources								
33.	Consumer protection agencies con (a) Centre level (b) S	stituted by governme State level	ent f (c)	ollow at all levels excep District level	t (d) City level						
	(**)	District courts	(c)	High court	(d) State courts						
	() 5	ight to choose	(c)	right to inform	(d) right to safety						
	()	Right to be heard	(c)	Right to choose	(d) Right to safety						
37.	Role of voluntary consumer organ (a) Consumer Protection (b) I	nisation and non garn Information	nent (c)	organisations has been f Advocacy	founded at (d) All of these						
	FSSAI was established in(b) 2	2006	. ,	2011	(d) 2004						
39.	Consumer voice is a magazine for (a) Delhi (b) N	r consumer right is p Mumbai	rinto (c)	Ahmedabad	(d) UK						

40.	A consumer reads magazine and articles related to responsibility of a consumer: (a) Updating knowledge about various laws and legi			ly, he is fulfilling following
	(b) To be honest in all his dealings.(c) Buying standardisation mark products.(d) Both (a) and (b)			1
41.	Checking quality before purchasing the product is rel (a) Right to information (c) Right to choose	(b)	to Right to safety Right to consumer protect	ction
42.	A bottle of honey should have following standardizat (a) Agmark (b) ISI		FPO	(d) FSSAI
43.	A person needs following soft skills to work in a contact (a) Knowledge of IT (c) Communication skills	(b)	er grievance cell: Excellent writing skills All of these	
44.	 Following group of courses/degree provide a pool of vocations of consumer field except: (a) BA in Consumer studies, BBA, B.Sc. Home Scient (b) B.Sc. Home Management, B.Sc. Resource Managements Studies. (c) Bachelor of Business Administration, Bachelor of BSC Family Resource Management (d) All except (a) 	ce, I	3A Home Science, B.Sc. Fa ent, Bachelor of Business	amily Resource management, Administration, Bachelor of
45.	A person can work and at technical position in organical (a) Data management and analysis (c) Audio-video content creation	(b)	Ons like. Quality checking and test All of these	ting
46.	Responsibilities of a consumer include: (a) Keeping self informed and updated. (c) Read labels before buying	(b)	Ask available discounts All except (b)	
47.	A shopkeeper says that if you buy a right now, the p the shopkeeper is (a) beneficial for the consumer (c) illegal procedure	(b)	ct will be available at half pressure strategy for his on none of these	
48.	Not buying things from black market goods and Contra (a) Ethical responsibility (c) Both ethical and legal responsibilities	(b)	d goods comes under the Legal responsibilities Right to choose	of the consumer.
49.	Taking bill or cash memo from the shopkeeper comes (a) Right to information(c) Responsibility of consumer	(b)	er Right to consumer protec Necessary documents in o	
	Aman has bought a washing machine which is not we but the technician from the company is not responding (a) Defective sale (c) Lack of information on part of consumer	g, th (b) (d)	is exemplify Lack of after sale service Restricted trade practice	S
51.	To enter in work force of Voice magazine as a content (a) Excellent writing skills (c) Testing skills	(b)	ntributor, the person should Knowledge of areas of co Interpersonal skills	

52.	For organisation of seminars (a) Knowledge of content a(c) Leadership skills		to consumer awareness and education the skills required are (b) Planning and management skills (d) All of them								
53.	Working in a consumer prod (a) knowledge of process o (c) knowledge of knowledge	f testing	(b) knowledge of knowledge of adulteration(d) only (b) and (c) are correct								
54.	A person can work in consu (a) knowledge of quality sta (c) knowledge of legal prov	andards	grievance courts provided he/she has (b) adulteration and detection of adulteration (d) all of these								
55.	Which of the following lays (a) BIS	down science based stand (b) AGMARK		s for foods? FPO	(d) FSSAI						
56.	FSSAI ensures (a) standards for food (c) distribution and for sale		. ,	manufacturing, storage, all of them							
57.	A product does not tell about (a) Right to choose	t the procedure of using in (b) Right to heard	it, m (c)	alpractices shown is rela Right to information	ted to (d) Right to safety						
58.	From which year hallmarkin (a) 2000	g has been made mandate (b) 2006		or all the ornaments?	(d) 2021						
59.	In which city Indian Silk St (a) Chennai	andardization Organisation (b) Bengluru		situated? Hyderabad	(d) Delhi						
60.	Pressure cooker has following (a) FPO	ng standardization mark: (b) FSSAI	(c) BIS (d) ISI								
61.	Package food made from fru (a) AGMARK	its and vegetables may co (b) FSSAI	contain following standardisation mark: (c) FPO (d) ISI								
62.	How long is the working tire (a) 5 years	ne of the Central Consum (b) 3 years	er Pr (c)	rotection Council? 1 year	(d) 7 years						
63.	Which of the following has (a) Jam, jelly, salt	AGMARĶ as a standardis (b) Teabag, soap		n mark? Ghee, oil	(d) All of these						
64.	A consumer bought a mixer of right to (a) Be heard (c) Safety	grinder which is gives ele	(b)	cal shock when operating Consumer Protection ar Redressal	g. This problem is a violation and Education						
65.	The Programme of Government fulfilling the right to	nent advertisement throug (b) heard		dio-video, print media a information	bout various initiatives is for (d) consumer education						
66.	Where a consumer can file it (a) Police station (c) In district consumer for		` '	In district court Department of consume	er protection						
67.	Before filing grievances in (a) File his grievance to the (b) Should have original red (c) Need to file police com (d) All except (c)	e seller and seek redressal ceipts, warranty/guaranty			cuments						
68.	Studying the feedbacks or re (a) Consumer's responsibility (c) Consumer's right to safe	ty	(b)	uct on e-markets is relat Consumer's right to con All of these	ed to						

69. Unavailability of or incomplete information on brochure, labels, product manual is related to violation of (a) Right to be heard (b) Right to information																			
(c) Lack of awareness on the part of consumer									,	(d) Right to safety									
70. Seeking redressal for a faulty service or product is																			
) Respon				-		-				Right o	f cons	sumer		9				
(c) Need of consumer										1) 1	Avoidał	ole pr	ocess						
71. Ide	ct/serv	ice.						- -											
) An ins						nent		,	-	Services		electr	icity/	ration/	water	servi	es	
(c)) Hospita	(0	d) 1	All of t	hem														
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consume	rs daily i	ncludi	ng da	iry p	roduc	ts, veg	getable	es, cer	reals,	grai	ins, me	at, oil	s etc.						
72. W	hat is adı	ılteratio	on?									*							
) Mixing		_	uality	subst	ance	in mat	terials		-	Remova			subs	stances	from	the p	roduct	:
(c)	Both of	f above	9						(d	l) 1	None of	these	Э						
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11. (d 21. (a	-	(c) (b)		(d)		(b) (b)	15. 25.		16. 26.			(a) (c)	18. 28.			(b) (c)		(c)	
31. (t		(c)	33.			(a)	35.		36.			(d)	38.	, .		(a)	40.		
41. (8		(a)	43.	, ,		(d)	45.		46.			(b)	48.			(c)		(b)	
51. (a	-	(d)	53.	7 7		(c)	55.		56.			(c)	58.		59.	(b)		(d)	
61. ((b)	63.	(c)	64.	(c)	65.	(d)	66.	(c)	67.	(d)	68.	(a)	69.	(b)	70.	(a)	
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