

CHAPTER

5

CONSUMER RIGHTS

Syllabus

- *How consumer is exploited (one or two simple case studies); factors causing exploitation of consumers; Rise of consumer awareness; how a consumer should be in a market; role of government in consumer protection.*



TOPIC-1

Why Consumer Movements ?

Quick Review

- When one pays money as the price of a commodity or services and uses it, he or she becomes a consumer. In this sense we all are consumers.
- Consumer buys goods and services because they have some utility and satisfy human wants directly.
- Rules and regulations are required to protect people who are in a weak position. Consumers also need to be protected through legislation and action that ensure them their rights. Individual consumers are often scattered and not united. This makes them easy targets for unscrupulous elements to exploit.
- Sellers usually refuse to take any liability for goods once they are sold. Consumers also get cheated when shopkeepers use incorrect weights and measures, put extra charges in the bill, adulterate the foodstuff that they intend to sell, sell defective goods, or sell goods that have expired.
- Big companies can also manipulate consumers who are individual, scattered and make small purchases. Big companies spend a lot of money on advertising to give out misleading information about their products. The consumer movement was born out of consumer dissatisfaction. Initially, consumers had no means, rules and regulations to address the malpractices of manufacturers and sellers or if they were not pleased with a product.
- In the post-independence period in India, there were rampant food shortages and adulteration. The first consumer's forum was formed in the 1960s. Until the 1970s, the role of the consumer movement was limited to exhibiting and writing articles in magazines and papers. Later consumer groups started looking into malpractices
- The movement got a boost from the UN Guidelines for Consumer Protection formulated in 1985. In India, the enactment of the Consumer Protection Act of 1986 popularly known as COPRA boosted the movement.
- Consumers themselves have to come forward and fight for their rights in consumer forums and courts.

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Know the Terms

- **Consumer Movement** : The Consumer Movement is an effort to promote consumer protection through an organized social movement, which is in many places led by consumer organizations.
- **Consumer Awareness** : Consumer awareness is about making the consumer aware of his/her rights. The concept involves four categories including safety, choice, information, and the right to be heard.

- **Adulteration** : Adulteration usually refers to mixing other matter of an inferior and sometimes harmful quality with food or drink intended to be sold.

Know the Links

- www.consumersinternational.org › Who we are › About us › CI at 50
➤ en.wikipedia.org/wiki/Consumer_movement



Very Short Answer Type Questions

(1 mark each)

U Q.1. What is adulteration?

(Board Term-II, (Set-WVIVSA5) 2015)

Ans. Adulteration is the process of mixing pure and impure products in order to attain profits. It causes financial and health loss to consumer. 1

A Q. 2. Write any one objective of consumer awareness.

(Board Term-II, (Set-RKZQI05) 2015)

Ans. To save the consumers from exploitation of the producers. 1

U Q.3. What is the reason behind prosperity of the country? (Board Term-II (Set-RKZQI05) 2015)

Ans. Countries that transform their raw materials into a wide variety of furnished goods of higher value are prosperous. 1



Short Answer Type Questions

(3 marks each)

A Q. 1. Describe the conditions in which markets do not work in a fair manner. (Board Term-II, 2015)

Ans. Conditions in which markets do not work in a fair manner :

- (i) When producers are few and powerful.
- (ii) When consumers purchase in small amounts.
- (iii) When consumers are scattered.
- (iv) When large companies have monopoly in production of goods as they have huge power of wealth, and high influencing approach and can manipulate the market in various ways.
- (v) By passing on false information through media and other sources to attract the consumers.

(Any three) $1 \times 3 = 3$

(CBSE Marking Scheme, 2015)

A Q. 2. "Consumer awareness is essential to avoid exploitation in the market place." Support the statement. (Board Term-II, (Delhi Set-III), 2016)

Ans. Consumer awareness to avoid exploitation:

Consumer awareness is essential to avoid exploitation in the market place. Market does not work in a fair manner. Exploitation happens in various ways. Therefore, awareness is essential. Certain details are given on the packing. When we buy medicines, on the packets details are marked. Rules have been made so that the manufacturer displays the information. Consumers can complain and ask for compensation or replacement of the product, if it proves to be defective in any manner. 3

(CBSE Marking Scheme, 2016)

U Q.3. How did consumer movement originate as a 'social force' in India? (Board Term-II, 2014)

OR

U Explain any three factors which gave birth to the consumer movement in India.

(Board Term-II, (Set-14/B1) 2011)

Ans. (i) In India, the consumer movement as a social force originated with the necessity of protecting and promoting the interest of consumers against unethical and unfair trade practices.

(ii) Rampant food shortages, hoarding, black marketing, adulteration; the malpractices of food and edible oil gave birth to the consumer movement in an organized form in the 1960s.

(iii) Till the 1970s, consumer organizations were largely engaged in writing articles and holding exhibitions.

They formed consumer groups to look into malpractices in ration shops. $1 \times 3 = 3$

(CBSE Marking Scheme, 2014)

U Q. 4. How can a consumers' movement be truly successful and effective?

(Board Term-II, (Set-TCJQ6VD) 2016)

Ans. Consumers' movement can be truly successful and effective when consumers will realize their role and importance. It is often said that consumer movements can be effective only with the consumers' active involvement. It requires a voluntary effort and struggle involving the participation of one and all. 3

R Q.5. There are many rules and regulations regarding consumer protection but they are often not followed. Why? (Board Term-II 2012, 2016)

Ans. Causes :

- (i) Consumers purchase in small quantities and are scattered.
- (ii) Producers are few and powerful.
- (iii) There is lack of adequate monitoring. Therefore rules and regulations are not followed.

1 × 3 = 3 (CBSE Marking Scheme, 2012)

Q. 6. Mention any three limitations of Consumer Movement. (Board Term-II, (Set-68039) 2012)

Ans. Limitation of Consumer Movement :

- (i) It is cumbersome, expensive and time-consuming.
- (ii) Evidences are not easy to gather.
- (iii) Existing laws are not clear.
- (iv) Lack of consumer awareness.
- (v) Rules and regulations are not clear.

(Any three) 1 × 3 = 3
(CBSE Marking Scheme, 2012)

Long Answer Type Questions

(5 marks each)

Q. 1. How does exploitation of consumers take place in the market? Explain with any five facts. (Board Term-II, 2014)

Ans. A consumer is said to be exploited when he/she is cheated by the producer or trader into buying lower quality or adulterated goods for more money.

A consumer can be exploited in the following ways :

- (i) Shopkeepers weigh certain products lesser than they should. They may weigh only 7 kg and charge money for 10 kg.
- (ii) Sometimes traders add hidden charges.
- (iii) The shopkeeper may sell defective and/or adulterated goods.
- (iv) False information is given to attract consumers. For example, a company claimed that its powder milk was scientifically proven to be beneficial for babies and sold it in the market for years. However, it was later discovered that those were false claims and that the powder milk had never been certified by experts.
- (v) Traders and producers might sometimes hoard goods and create an artificial scarcity in the market and then sell those hoarded goods at higher prices. (CBSE Marking Scheme, 2014) 5

Q. 2. Explain the factors which gave birth to the consumer movement in India. (Board Term-II, 2012)

Ans. (i) Unfair trade practices : Some traders and shopkeepers indulge in unethical or unfair trade practices. They cheat the customers by giving them articles of substandard quality. Duplicate items are also available in the market but they look so genuine that even wise and clever customers fail to differentiate them. Similarly, under weighting tactics are very common among shopkeepers. They give less quantity but charge more than the actual.

(ii) Adulteration and impurity : It is also a common practice where manufacturers of ghee, oil, butter etc., resort to adulteration. These activities increase their profit margin causing loss to the customers. Sometimes it proves very injurious to the health of the customers.

(iii) Artificial scarcity : Shortage of essential items in the market is the result of hoarding. In order to get more profit, certain unscrupulous traders resort to hoarding of these goods thereby creating artificial scarcity. After sometime, they sell these products at higher prices.

(iv) False or incomplete information : At times false information is passed on through the media and through other methods to attract consumers. This activity causes monetary loss as well as inconvenience to the consumers. $1\frac{1}{4} \times 4 = 5$
(CBSE Marking Scheme, 2012)



TOPIC-2 Consumer Rights

Quick Review

- Consumer rights include the right to safety, right to be informed, right to choose, right to seek redressal, right to represent in consumer courts and right to consumer education.
- When producers sell any goods or services, it is their responsibility to ensure their safety for the consumer.
- It is the right of the consumer to be offered only products that are safe. In case of any damage, the producer should compensate the consumer.
- Consumers also have the right to be informed about the goods and services they buy including price, ingredients, batch number, expiry date and manufacturer's address.

- Certain medicinal drugs need to be handled with care. Their packing must have directions about usage printed on them. Any side effect or risk to potential users must also be mentioned.
- In case of any misleading or false information, consumers can take the producer to the consumer court.
- The Right to Information (RTI) Act, of 2005 gives citizens the right to know about the functioning of any government department. Consumers have the right to select or choose any product that they wish to buy.
- Consumers possess the right to seek, redress and to demand compensation. While seeking any redress, the consumers have the right to represent in consumer courts. In case of help required, consumers can seek help from consumer forums or councils and Resident Welfare Associations.
- In 1986, the government passed the Consumer Protection Act (COPRA), which ensures that consumers have the right to represent in consumer courts. Under COPRA, a three-tier quasi-judicial machinery at the district, state and national level was set up for redressal of consumer disputes.

Know the Terms

- **COPRA** : Consumer Protection Act was introduced by the Indian Government in 1986. Popularly known as COPRA, it has led to the setting up of a separate department of consumer affairs for the settlement of consumer's disputes.
- **Consumer Protection** : Consumer protection means protection of consumers from the mishappening due to technical and manufacturing fault of commodities by the manufactures.
- **Consumer Rights** : The rights which help the consumers in protecting himself from being exploited are known as consumer rights.
- **ISI and AGMARK** : ISI and AGMARK logos represent quality standard for many products. However, for some products that affect the health and safety of consumers such as LPG cylinders, food colours and additives, cement and packed drinking water, it is mandatory on the part of the producers to get certified by these organisations.
- **Hallmark** : Hallmark is quality certification for jewellery. This mark is issued by Indian Standards Institution whose headquarter is in New Delhi.
- **ISO certification** : At international level, International Organization for Standardization (ISO) whose headquarter is in Geneva (established in 1947) issues ISO certification which indicates companies, goods or institutions having this certification meet the specific level of standards.

Know the Links

- www.consumersinternational.org › Our work
- www.yourarticlelibrary.com/consumers/consumer-rights...consumer-prot



Very Short Answer Type Questions

(1 mark each)

[A] Q. 1. What is the duty of a consumer?

(Board Term-II, (Set-KCG34U9) 2016)

Ans. He/She should look for the desired information on the product. 1

[A] Q. 2. If you are interested to buy a brush with toothpaste but shopkeeper denied selling toothpaste only. In this case, which consumer right is being violated by the seller?

(Board Term-II, (Foreign Set-I, II, III) 2016)

Ans. In this case Right to choose is being violated by the seller. 1

[A] Q. 3. If any damage is done to a consumer by a trader, under which consumer right one can move to consumer court to get compensation. (Board Term-II, Outside Delhi Set-I, II, III, 2016)

Ans. Right to seek redressal. 1

[U]Q. 4. Name the levels of consumer courts that are available to appeal.

(Board Term-II, (Set-TCJQ6VD) 2016)

Ans. Consumer courts at district, state and national levels. 1

[A] Q. 5. Which logo will you like to see on the electric heater to be sure of its quality?

(Board Term-II, (Foreign Set-1) 2016)

Ans. ISI. 1

[U]Q. 6. Which logo will you like to see on gold jewellery to be sure of its quality?

(Board Term-II, (Foreign Set-II) 2016)

Ans. Hallmark is the certification maintained for standardisation of jewellery. 1

[A] Q. 7. Suppose you have bought a packed bottle for drinking water in your journey. Which logo will you like to see to be sure about its quality?

(Board Term-II, Delhi (Set-I, II, III) 2016)

Ans. When purchasing a bottle of mineral water, I would check for the logo of BIS or Bureau of Indian Standards, earlier called ISI or Indian Standards Institution. 1

[A] Q. 8. Which logo would you like to see while purchasing a tin of edible oil?

(Board Term-II, Foreign Set-I, II, III, 2015)

Ans. We should look for Agmark symbol before buying the food items because this mark is certified by the government and assures the quality of the product. 1

[U]Q. 9. Which logo would you like to see for purchasing electrical goods? (Board Term-II, 2015)

Ans. ISI logo. 1

[A] Q. 10. Suppose your parents want to purchase Gold jewellery along with you; then which logo will you look for on the jewellery?

(Board Term-II, (OD Set-I, II, III) 2015)

Ans. The logo for purchase of Gold jewellery is 'Hallmark'. 1

[A] Q. 11. A chemist sold you a medicine of expiry date under which consumer right you can approach the consumer court? (Board Term-II, 2011)

Ans. Right to safety. 1

[A] Q. 12. When was the Right to Information Act passed?

Ans. The Right to Information Act was passed in October, 2005 1



Short Answer Type Questions

(3 marks each)

[U]Q. 1. How are consumers exploited in the market place? Explain.

(Board Term-II, (Outside Delhi Set-III) 2016)

Ans. Consumers are exploited in the market place in the following ways :

- (i) Weigh less than what they should.
- (ii) Traders add charges that were not mentioned before.
- (iii) Traders sell adulterated or defective goods.
- (iv) False information is passed through the media and other sources to attract consumers.

(Any three) $1 \times 3 = 3$

(CBSE Marking Scheme, 2016)

[U]Q. 2. Why should a consumer be well-informed? Explain. (Board Term-II, 2014)

Ans. (i) When consumers become conscious of their rights while purchasing various goods and services, they will be able to discriminate and make informed choices.

- (ii) There is lesser or no chance of getting exploited if the consumer is informed and aware. 3

(CBSE Marking Scheme, 2014)

[R]Q. 3. How do we participate in the market as producers and consumers? Explain with three examples.

(Board Term-II, 2013)

Ans. We participate in the market as producers and consumers in the following ways :

- (i) As producers of goods and services, we could be working in any of the sectors, such as in agriculture, industry, or services.
- (ii) Consumers participate in the market when they purchase goods and services that they need.
- (iii) These are the final goods that people use as consumers. $1 \times 3 = 3$

(CBSE Marking Scheme, 2013)

[R] Q. 4. List the information about goods and services which should be available under the Right to Information (RTI). (Board Term-II, (Set-2076) 2012)

Ans. Particulars about the goods and services are available as given below :

- (i) Ingredients used in the product.
- (ii) Date of manufacture.
- (iii) Expiry date (upto which date can be use)
- (iv) Address of the manufacturer.
- (v) Directions for proper use. (Any three) $1 \times 3 = 3$

(CBSE Marking Scheme, 2012)

[U]Q. 5. Explain the need of standardization of products with the help of examples from day to day life.

(Board Term-II, (Set-KCG34U9) 2016)

Ans. Standardization is very essential to save the consumers from malpractices and fraudulent means. **For example :**

- (i) For certain articles, ISI mark is a must to ensure high quality and avoid accidents.
- (ii) On the food products, it is essential to indicate the weight on every packet, expiry date and other related information.
- (iii) The producers of the medicine have to print the date of manufacture, date of expiry, salts used, precautions if any. $1 \times 3 = 3$

(CBSE Marking Scheme, 2016)

[U]Q. 6. Explain with an example how you can use the right to seek redressal.

(Board Term-II, (OD Set-I, II, III) 2015)

Ans. Right to Seek Redressal :

- (i) Consumers have the right to seek redressal against unfair trade practices and exploitation.
- (ii) If any damage is done to a consumer, he has the right to get compensation depending on the degree of damage.
- (iii) There is a need to provide to an easy and effective public system by which this can be done.
- (iv) **Example of Prakash**—The right to seek redressal helps him to get compensation.

(Any three) $1 \times 3 = 3$

(CBSE Marking Scheme, 2015)

Q. 7. What precautions do you suggest for a consumer to take while purchasing medicines from the market?

(Board Term-II, (Foreign Set-I, II, III) 2015)

Ans. While buying / purchasing medicine the following precautions should be taken :

- (i) Price, batch no., date of manufacture.
- (ii) Address of the manufacturing company.
- (iii) Expiry date.
- (iv) Directions of proper use.
- (v) Information relating to side effects and risk associated with usage of that medicine.

(Any three) $1 \times 3 = 3$

(CBSE Marking Scheme, 2015)

Q. 8. Where can a consumer go to get justice against unfair trade practices? Explain.

(Board Term-II, 2012, Set-2078)

Ans. Consumers have the right to seek redressal against unfair trade practices and exploitation.

- (i) One can go to district level consumer court which deals with claims upto ₹ 20 lakhs.
- (ii) Various consumer forums or consumer protection councils can be contacted for guidance and help.
- (iii) Under COPRA, a three-tier quasi-judicial machinery at the district, state and national levels was Set-up for redressal of consumer disputes.

$1 \times 3 = 3$

(CBSE Marking Scheme, 2012)

Q. 9. Explain any three functions of the Consumer Protection Council or Consumer Forum.

(Board Term-II, (Set-2081) 2012)

Ans. Functions of the Consumer Protection Council or Consumer forums are :

- (i) To guide the consumer on how to file cases in the consumer court.
- (ii) To represent the individual consumer in the consumer court.
- (iii) These voluntary organizations also receive financial support from the government creating awareness among the people.

$1 \times 3 = 3$

(CBSE Marking Scheme, 2012)

Q. 10. What is the function of three-tier quasi-machinery under COPRA? Describe.

(Board Term-II, (Set-2080) 2012)

Ans. Under COPRA, a three-tier quasi-judicial machinery at the district, state and national levels was setup for redressal of consumer disputes :

- (i) The district level court deals with the cases involving claims up to ₹ 20 lakhs.
- (ii) The state level court deals with the cases involving claims between ₹ 20 lakhs and ₹ 1 crore.
- (iii) The national level court deals with the cases involving claims exceeding Rs 1 crore.

$1 \times 3 = 3$

(CBSE Marking Scheme, 2012)

Q. 11. Explain in brief any three of the consumer rights. (Board Term-II, (Set-68005) 2012)

Ans. The consumer has following rights:

- (i) **Right to be informed :** A consumer has right to know the important information about the goods and services they purchase.
- (ii) **Right to choose :** A consumer has right to buy goods and services of his choice.
- (iii) **Right to seek redressal :** A consumer has right to seek redressal against unfair trade practices and exploitation.

$1 \times 3 = 3$

(CBSE Marking Scheme, 2012)

Q. 12. Explain any three features of the Consumer Protection Act of 1986.

(Board Term-II, (68009) 2012)

Ans. Consumer Protection Act 1986, a major step taken in 1986 by the Indian government was the enactment of the Consumer Protection Act, popularly known as COPRA.

- (i) It applies to all goods and services.
- (ii) It covers all sectors, i.e., private, public and cooperative.
- (iii) It gives rights to consumers. Established consumer protection councils at centre and state levels.

Under COPRA, a three-tier quasi-judicial machinery at district, state and national level was Set-up for redressal of consumer disputes. The Act has enabled the consumers to have the right to represent in the consumer courts. The enactment of COPRA has led to the setting up of separate departments of consumer affairs in central and state governments.

3

(CBSE Marking Scheme, 2012)

Q. 13. Explain any three ways by which people may be exploited in the market. (Board Term-II, 2011)

Ans. Consumer may be exploited in the market in the following ways :

- (i) **Substandard quality :** Selling of medicines beyond their expiry date, supply of defective home appliances etc. are the activities by traders in which they sell substandard quality of goods.
- (ii) **Higher prices :** Traders sometimes charge a price higher than the retail price (MRP).
- (iii) **Duplicate Articles :** Many false and duplicate products are being sold to the consumers.

$1 \times 3 = 3$ (CBSE Marking Scheme, 2011)

Q. 14. What is the rationale behind the enactment of Consumer Protection Act, 1986?

(Board Term-II, (Set-14/A1) 2011)

Ans. The rationale behind this Act is to protect and promote the rights of consumers :

- (i) To make consumers aware about their rights.
- (ii) To punish those who indulge in malpractices and exploit the consumers.

- (iii) To see that traders don't indulge in anti-social activities such as hoarding and black-marketing.
 $1 \times 3 = 3$ (CBSE Marking Scheme, 2011)

Q. 15. What are the duties of consumers while purchasing a thing? Write any three.

(Board Term-II, (Set-68046) 2012)

Ans. The duties of the consumers while purchasing a thing are :

- (i) Consumer should look at the quality of the product, market price, guarantee period, date of manufacturing, expiry date, etc.

- (ii) Consumers should purchase standard products with seal of ISI or the AGMARK.
 (iii) Consumer should ask for a cash memo and warranty card.
 (iv) He/she should know the legal procedures if he/she is cheated.
 (v) He/she should be aware of his/her duties.

(Any three) $1 \times 3 = 3$

(CBSE Marking Scheme, 2012)



Long Answer Type Questions

(5 marks each)

Q. 1. Explain with example the impact of the Right to Information Act (R.T.I.).

(Board Term-II, (Foreign Set-III) 2015)

Ans. Impact of the Right to Information Act :

- (i) In October 2005, the Government of India enacted a law popularly known as R.T.I which ensures its citizens all the information about the functions of various Government Departments.
 (ii) Now it is possible for the affected citizens to pursue the progress of any scheme or policy.
 (iii) To build a pressure on Government officials to deliver the results in a time bound frame.
 (iv) It brings transparency in the system.
 (v) It has checked corruption to an extent.
 (vi) Example of Amritha—The RTI helps her to know the result of a government job in a reasonable time.

(Any five) $1 + 5 = 5$

(CBSE Marking Scheme, 2015)

Q. 2. COPRA has enabled the consumers to have the right to represent in the consumer courts. Explain with the help of an example how it benefits the consumers.

(Board SQP 2016)

Ans. Under COPRA, a three-tier quasi-judicial machinery at the district, state and national level was Set-up for redressal of consumer disputes.

- (i) The district level court deals with the cases involving claims upto ₹ 20 lakhs, the state level courts between ₹ 20 lakhs and ₹ 1 crore and the national level court deals with cases involving claims exceeding ₹ 1 crore.
 (ii) If a case is dismissed in district level court, the consumer can also appeal in the state court and then in National level courts. Thus, the Act has enabled us as consumers to have the right to represent in the consumer courts.

- (iii) It strengthened the Consumer Movement and provided the consumers with the right to seek redressal against unfair trade practices and exploitation. If any damage is done to a consumer, she has the right to get compensation depending on the degree of damage. 5

(CBSE Marking Scheme, 2016)

Q. 3. How has a three-tier quasi-judicial machinery been Set-up for redressal of consumer disputes? Explain.

(Board Term-II, 2014)

Ans. (i) A major step was taken in 1986 by the Indian government when it enacted the Consumer Protection Act, 1986, popularly known as COPRA.

- (ii) A three-tier quasi-judicial machinery, popularly known as consumer courts, at the national, State and district levels has been set up to render free redressal to the consumers' disputes against any defective goods and deficient services

- (iii) The consumer movement in India has led to the formation of various organizations locally known as Consumer Forums or Consumer Protection Councils. They guide consumers on how to file cases in the consumer court.

- (iv) On many occasions, they also represent individual consumers in the consumer courts.

- (v) These voluntary organizations also receive financial support from the government for creating awareness among the people. Thus, the Act has enabled us as consumers to have the right to represent in the consumer courts. $1 \times 5 = 5$

Q. 4. What type of duties should a consumer keep in mind under the consumer awareness? Explain.

(Board Term-II, (Set-KCG34U9) 2016)

Ans. Duties of the consumers are :

- (i) While purchasing the goods, a consumer should look at the quality of the product, the marked price, guarantee or the warranty period.
 (ii) A consumer should preferably purchase standardized products which contain the seal of ISI or the AGMARK.

- (iii) A consumer should preferably purchase standardised products which contain the seal of ISI or the AGMARK.
- (iv) A consumer must be aware of his rights and duties.
- (v) The consumer should form consumer awareness organisations, which can be given representation

in various committees formed by the government and other bodies in the matters relating to the consumers.

- (vi) He should know the method to get redressal if cheated.

(Any five) $1 \times 5 = 5$

(CBSE Marking Scheme, 2016)



TOPIC-3

Strengthen Consumer Movements to Protect Consumer Rights

Quick Review

- Consumers need to be aware of the choices available to them.
- The Consumer Protection Act enacted in 1986, independent departments of consumer affairs were formed in the central and state governments. The departments regularly put out advertisements in newspapers and magazines, and on television to make consumers conscious of their rights. Several agencies like BIS, Hallmark and AGMARK test the quality of various products sold in the market.
- Only products that pass the test of quality are certified. For products that are crucial from a health or safety angle, certification is mandatory or compulsory. 24th December, 1986, is celebrated as the National Consumer Day.
- There are over 700 consumer groups in the country, but only about 30 of them work efficiently. The process of redress might be difficult as consumers do not often take cash memos, and hence it is very difficult to prove anything conclusively against the wrong doings of shopkeepers.
- The laws relating to compensation are often vague and their enforcement is weak. The progress in consumer awareness has been slow, but positive.

Know the Terms

- **COPRA** : Consumer Protection Act is popularly known as COPRA. It was introduced by the Government of India in 1986.
- **National Consumer Day** : Consumer Protection Act was enacted on this day.
- **Black-Marketing** : Sellers generally hold up stocks in the market to create artificial scarcity so as to sell them later at higher rates.

Know the Links

- www.learnnext.com › ... › Economics › Consumer Awareness
- www.un.org/esa/sustdev/publications/consumption_en.pdf
- https://en.wikipedia.org/wiki/Consumer_activism



Very Short Answer Type Questions

(1 mark each)

Q. 1. What is COPRA? When was it introduced?

(Board SQP 2016)

Ans. Consumer Protection Act is popularly known as COPRA. It was introduced by the Government of India in 1986. 1

Q. 2. On which day of the year is 'National Consumers Day' celebrated in India? (Board Term-II, 2015)

Ans. In India, National Consumers Day is celebrated on 24th December every year. 1

Q. 3. Why was the Consumer Protection Act enacted by the Indian Parliament?

(Board Term-II, (OD Set-III) 2015)

Ans. To protect the consumers from unfair trade practices and retains the interest of consumers at large. 1

Q. 4. Which major step was taken by the Indian Government in 1986 for the protection of consumer?

Ans. Consumer Protection Act. 1

Q. 5. Name the umbrella body of 240 organizations from over 100 countries for Consumer Movement

Ans. UN Guidelines for Consumer Protection. 1



Short Answer Type Questions

(3 marks each)

Q. 1. How do large companies manipulate the market? Explain with examples.

(Board Term-II, (Foreign Set-3) 2016)

Ans. (i) Big companies can manipulate the market by using the unwanted advertisements and which are often misleading.

(ii) They also buy the smaller companies who make the similar products in order to have no or less competition.

(iii) When there is a competition they make the products available at lower cost in order to attract more consumers. $1 \times 3 = 3$

Q. 2. When is the 'National Consumer Day' celebrated in India? Describe the importance of this day.

(Board Term-II, (Set-68037) 2012)

Ans. 24th December is observed as National Consumers' Day in India. The importance of this day are :

(i) Consumer Protection Act was enacted on this day.

(ii) India has exclusive courts for consumer redressal. About 700 consumer groups are working in India. However, consumer redressal process is becoming cumbersome, expensive and time-consuming.

(iii) After 20 years of enactment of this act, consumer awareness is not up to the mark. Consumers will have to involve actively. $1 + 2 = 3$

(CBSE Marking Scheme, 2012)

Q. 3. How do duplicate articles and adulteration cause heavy loss to the consumers? Give two examples.

(Board Term-II, 2011)

Ans. Duplicate articles and adulteration cause heavy loss to the consumers in the following ways :

(i) Duplicate articles such as duplicate medicines may cause life risks for the consumers.

(ii) Duplicate articles and adulterated goods cause financial loss to the consumers and leave them unsatisfied. $1\frac{1}{2} + 1\frac{1}{2} = 3$

(CBSE Marking Scheme, 2011)



Long Answer Type Questions

(5 marks each)

Q. 1. How do the large companies manipulate the market? Explain with examples.

(Board Term-II, (Delhi Set-II) 2015)

Ans. The large companies manipulate the market in various ways :

(i) Large companies with huge amount of wealth, power and riches can manipulate the market in various ways.

(ii) At times false information is passed on through the media and other sources to attract consumers.

(iii) For example, a company for years sold powder milk for babies all over the world as the most scientific product claiming this to be better than mother's milk. It took years of struggle before the company was forced to accept that it had been making false claims.

(iv) Similarly, a long battle had to be fought with court cases to make cigarette manufacturing companies accept that their product could cause cancer. $1 \times 5 = 5$

(CBSE Marking Scheme, 2015)

Q. 2. Why are rules and regulations required for the protection of the consumers, in the market place? Explain with examples.

(Board Term-II, 2015, Foreign Set-II; 2014; 2013)

Ans. Rules and regulations are required to protect the consumers in the market place because of the following factors :

(i) **Adulteration** : People tend to add adulterants (or chemicals) in food to make it look better.

(ii) **False claims** : Producers make false claims about the durability and quality of their products through advertisements.

(iii) **Under weighing** : Sellers generally under weigh products and charge their original prices.

(iv) **Hoarding and black-marketing** : Sellers generally hold up stocks in the market to create artificial scarcity so as to sell them later at higher rates.

(v) **Selling at high price** : Sellers, who sell necessities, generally sell them at higher prices. $1 \times 5 = 5$

(CBSE Marking Scheme, 2013)



High Order Thinking Skills (HOTS) Questions

Q. 1. Explain with an example how one can exercise the 'Right to Choose'. (Board Term-II, 2014)

OR

Analyse with a suitable example the meaning of 'The Right to Choose' provided under the Consumer Protection Act.

(Board Term-II, OD Set-III, (Set-68034) 2013, 2012,)

Ans. The consumer has the right to choose, so that he is assured of satisfactory quality and service at a fair price.

- (i) Any consumer who receives a service in whatever capacity, regardless of age, gender and nature of service, has the right to choose whether to continue to receive the service.
- (ii) Suppose you want to buy toothpaste, and the shop owner says that she can sell the toothpaste only if you buy a tooth brush. If you are not interested in buying the brush, your right to choice is denied. Similarly, sometimes gas supply dealers insist that you have to buy the stove from them when you take a new connection. In this way many a times you are forced to buy things that you may not wish to and you are left with no choice.
- (iii) Consumers can move to the Consumer Court for all the above according to COPRA passed in 1986.

$1 \times 3 = 3$

Q. 2. "Rules and regulations are required for the protection of the consumers in the market place." Justify the statement with arguments. (Board Term-II, (Outside Delhi Set-I, II, III) 2016)

Ans. "Rules and regulations are required for the protection of the consumers in the market place."

- (i) Individual consumers often find themselves in a weak position, whenever there is a complaint regarding a good or service that had been bought; the seller tries to shift all the responsibility on to the buyer.
- (ii) Exploitation in the market place happens in various ways. *E.g.*, sometimes the traders indulge in unfair trade practices such as: when shopkeepers weigh less than what they should or when traders add charges that were not mentioned before, or when adulterated or defective goods are sold.
- (iii) At times false information is passed on through the media to attract consumers. $1 \times 3 = 3$

(CBSE Marking Scheme, 2016)

Q. 3. "Consumer Movement can be effective only with the consumers' active involvement." Analyse the statement. (Board Term-II 2014)

Ans. (i) After 20 years of the enactment of COPRA, consumer awareness in India is spreading but slowly.

- (ii) There is a scope for consumers to realise their role and importance.
- (iii) It required a voluntary effort and struggle involving the participation of one and all.
- (iv) Hence, Consumer Movement can be effective only with consumers active involvement.

$1\frac{1}{4} \times 4 = 5$

(CBSE Marking Scheme, 2014)



Value Based Questions

Q. 1. "After 20 years of the enactment of COPRA, consumer awareness in India is spreading but slowly." Give reasons.

(Board Term-II, Set-2081, (Delhi Set-II) 2013, 12)

Ans. Consumer awareness in India is spreading slowly because :

- (i) Besides it, enforcement of laws that protected workers, especially in the unorganized sector is weak.
- (ii) Rules and regulations are often not followed.
- (iii) Lack of active involvement of the consumer.

$1 \times 3 = 3$

Q. 2. How has the RTI (Right to Information) Act passed in 2005 affected consumers in India?

(Board Term-II, (OD Set-II) 2013)

OR

What is the Right to Information Act, 2005? How does it help the consumers?

(Board Term-II, (Set-11/B1) 2011)

Ans. (i) The RTI Act ensures citizens all the information about the functions of government departments.

(ii) By filing an application under RTI Act, a citizen can ask the government department to furnish information.

(iii) For example, people make complaints about the lack of civic amenities such as bad roads or poor water and health facilities, but no one listens. Now the RTI Act gives them the power to question the respective government department. $1 \times 3 = 3$

Q. 3. "The consumer movement arose out of dissatisfaction of the consumers." Justify the statement with arguments.

(Board Term-II, outside Delhi Set-III, 2016)

Ans. "The consumer movement arose out of dissatisfaction of consumers."

- (i) As many unfair practices were being indulged in by the sellers.
- (ii) There was no legal system available to the consumers to protect them from exploitation in the market place.
- (iii) In India, the consumer movement such as 'Social Force' originated with the necessity of protecting and promoting the interest of the consumers against unethical and unfair trade practices.
- (iv) Rampant food shortage, hoardings, black marketing, adulteration of food and edible oil gave birth to the consumer movement in an organized form in 1960s. **(Any three) $1 \times 3 = 3$**
(CBSE Marking Scheme 2016)

Q. 4. The consumer movement in India has imparted which values to the consumers? Explain.

(Board Term II, 2014)

Ans. (i) Awareness of one's rights.

- (ii) Social Ethics of mortality.
- (iii) Social ethics of morality.

(CBSE Marking Scheme 2014)

Q.5. "Consumer awareness is the best way of the protection of consumers." Justify with suitable example. (Board, Term-II, (Set-WVIVSA5) 2015)

Ans. (i) Consumer should be well informed about the rights and duties.

(ii) Consumer should buy the communities with ISI, AGMARK or Hallmark logo.

(iii) Should not hesitate to use the legal rights against unfair trade practices. Examples, Case of Amritha, case of Abirami. $1 \times 3 = 3$

(CBSE Marking Scheme 2015)

Q. 6. Which values make consumers more conscious and vigilant? Explain. (Board Term-II, 2015)

Ans. (i) Awareness of one's rights.

(ii) Must read the details given on the goods to be purchased.

(iii) It is the duty of every consumer to complain against the malpractices in the market.

(iv) Social responsibilities on the part of the sellers and manufacturers also help. (Any three) $1 \times 3 = 3$

(CBSE Marking Scheme, 2015)

