

## **Chapter-5**

### **Consumer Rights**

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#### **1 marks Questions**

**1. A consumer**

- (i) Sells goods and services**
- (ii) Buy goods and services**
- (iii) Produces goods and services**
- (iv) Delivers goods and services**

**Ans.** (ii) Buy goods and services

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**2. Adulteration is**

- (i) Selling defective items**
- (ii) Overpricing**
- (iii) Underweight measurement**
- (iv) Mixing cheap materials**

**Ans.** (iv) Mixing cheap materials

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**3. Causes of consumer exploitation**

- (i) Right to Information**
- (ii) Proper Supply**
- (iii) Low literacy**

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**(iv) High literacy**

**Ans.** (iii) Low literacy

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**4. Which is not a function of PDS**

**(i) Control Hoarding**

**(ii) Control Prices**

**(iii) Control over charging**

**(iv) Consumer Redressal**

**Ans.** iv) Consumer Redressal

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**5. COPRA stands for**

**(i) Consumer Protection Act**

**(ii) Consumer Prevention Act**

**(iii) Consumer Police Act**

**(iv) Consumer Power Act**

**Ans.** (i) Consumer Protection Act

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**6. Pick odd one out**

**(i) Right to information**

**(ii) Right to choice**

**(iii) Right to adulteration**

**(iv) Right to redressal**

**Ans.** (iii) Right to adulteration

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**7. Pick odd one out**

- (i) Right to safety**
- (ii) Right to life**
- (iii) Right to consumer education**
- (iv) Right to representation**

**Ans.** (ii) Right to life

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**8. National Consumer Day is celebrated in India**

- (i) 24 December**
- (ii) 25 December**
- (iii) 26 December**
- (iv) 27 December**

**Ans.** (i) 24 December

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**9. COPRA does not propose formation of**

- (i) National Consumer Court**
- (ii) State Consumer Court**
- (iii) District Consumer Court**
- (iv) High Court**

**Ans.** iv) High Court

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**10. ISO stands for**

- (i) International Standard Organization**

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**(ii) International Organization for Standardization**

**(iii) International School Organization**

**(iv) International Standardization**

**Ans.** (ii) International Organization for Standardization

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**11. For which products it is mandatory on the part of the producers to get certified by the standardized organizations?**

**Ans.** Products that affected the health and safety of consumers or of products of mass consumption like LPG cylinders, food colors, and additives, cement, packaged drinking water.

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**12. Which institution gives ISI marks?**

**Ans.** Bureau of Indian Standards

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**13. What is Central Level Consumer Courts?**

**Ans.** These are courts which settle Consumer disputes. Central level Consumer Courts deals with the cases involving claims exceeding Rs 1 crore.

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**14. What is the Toll free national consumer helpline Number?**

**Ans.** 1800-11-4000

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**15. Which mark is maintained for standardization of Jewellery?**

**Ans.** Hallmark

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**16. In which year and whom the COPRA Enacted?**

**Ans.** 1986, and by central government

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**17. What is State Level Consumer Courts?**

**Ans.** These are courts which settle Consumer disputes. State level Consumer Courts deals with the cases involving claims up to Rs 20 lakhs to Rs 1 crore.

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**18. Name the Agency that develops standards for goods and services?**

**Ans.** Bureau of Indian Standards

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**19. What is Bureau of Indian Standards?**

**Ans.** It is the agency that develops standards for goods and services.

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**20. What is District Level Consumer Courts?**

**Ans.** These are courts which settle Consumer disputes at District level consumer Courts deals with the cases involving claims up to Rs 20 lakhs.

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**21. Under which Right a person will file a complaint against seller if he gets an electric shock from a newly purchased refrigerator?**

**Ans.** Right to Safety

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**22. Which consumer's right enables consumers to go in the consumers courts?**

**Ans.** The Right to Represent

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**23. Which right of the consumer is violated if a seller is not allowing the consumer to assess the variety of goods and services?**

**Ans.** Right to choose

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**24. Which right of the consumer is violated if seller is not providing full information about the product?**

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**Ans.** Right to inform

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**25. Which act was enacted by the Government of India in October 2005?**

**Ans.** The Right to Information Act

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**26. Which consumer's right enables consumers to go in the consumers courts?**

**Ans.** The Right to Represent

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**27. Which right of the consumer is violated if the consumers are not allowed to get their claims settled against the manufacturers in case they are cheated or exploited?**

**Ans.** The right to seek redressal

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**28. What is AGMARK?**

**Ans.** Agmark is Quality Certification logo for edible oil and cereals

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**29. Why India has been observing 24th December as the national Consumer's Day?**

**Ans.** It was on this day that the Indian Parliament enacted the consumers Protection Act in 1986.

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**30. What is ISO?**

**Ans.** ISO stands for International Organisation for standardization certifies that standards of products at the international level.

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**31. Why COPRA is enacted in India?**

**Ans.** Consumer Protection Act 1986 (COPRA) is enacted in India with following motives:

- (i) To pressurize business firms.
- (ii) To correct unfair business conduct.
- (iii) To protect the interests of the consumers.

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### **32. What do you understand by consumer protection?**

**Ans.** By consumer protection we mean the protection of the consumers against the unfair and malpractices adopted by the businessmen. These may be grouped mainly into two categories.

- (i) Government measures
  - (ii) Voluntary measures
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### **33. How do the logos ISI, Agmark or Hallmark help consumers?**

**Ans.** These logos and certification help consumers get assured of quality while purchasing goods and services. The organizations that monitor and issue the certificates allow the producers to use these logos provided they follow certain quality standards.

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### **34. What is adulteration?**

**Ans.** When some foreign matter, injurious to health, is mixed with any good or natural production, it is called adulteration. This is the most heinous crime against humanity.

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### **35. Mention a few Organizations that provide certification of standardization in India. What do you mean by ISO?**

**Ans.** (i) BIS and ISI (ii) AGMARK (iii) HALLMARK

It means International Organization for Standardization which has its headquarter at Geneva. It does the Standardization work at the international level.

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### **36. What is the need for consumer awareness?**

**Ans.** The need for consumer awareness was felt because both the manufacturers and traders can go to any extent out of their selfishness. They can charge high prices, and resort to underweight and under measurement methods. Their lust for money may lead to loss of money and health of consumers.

### 3 marks Questions

#### 1. What are the different forms of consumer exploitation?

**Ans.** The different forms of consumer exploitation are:

- (i) Less weigh.
  - (ii) Defective goods.
  - (iii) Provide poor services.
  - (iv) Impure quality of products/goods.
  - (v) High prices: sellers usually charge a price higher than the prescribed retail price.
  - (vi) Duplicate Articles.
  - (vii) False or incomplete information, misleading consumers.
  - (viii) Lack of safety devices which cause harm to the consumers.
  - (ix) Adulteration: Mixing or substituting undesirable materials in food items etc.
  - (x) Unsatisfactory after sale service: suppliers do not provide satisfactory behavior.
  - (xi) Large companies with huge wealth, power and reach can manipulate in the market.
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#### 2. What are the factors responsible for the consumer exploitation?

**Ans.** The following factors are responsible for the consumer exploitation:

- (i) Limited information - For a correct decision and choice about a product, a consumer needs full information about the price, quality, durability, composition, etc of the Product. In



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the absence of full and correct information, a consumer may get exploited.

(ii) Limited supplies- when the supply of goods is less than their demand, the prices may go high and may also encourage the tendency of hoarding. As a consequence, consumers will get exploited.

(iii) Limited competition-when there is limited competition with regard to production i.e., when producers are few and can control and restrict the supply of a product there is a possibility of manipulation in prices.

(iv) Low literacy-Illiteracy causes ignorance, which leads to exploitation of consumers. The level of awareness in our country is generally low.

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### **3. What are consumer protection councils?**

**OR**

#### **What are consumer forums?**

**Ans.** These are voluntary organizations locally known as consumer forums or consumer protection councils. The main activities of the consumer forums or consumer protection councils are:

(i) They guide consumers on how to file cases in the consumer court.

(ii) They may represent individual consumers in the consumer courts.

(iii) They create awareness among the people.

These voluntary organizations receive financial support from the government for the above purposes.

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### **4. What legal measures were taken by the government to empower the consumers in India?**

**Ans.** Following are some legal measures taken by the government to empower the consumers in India.

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1. Consumer Protection Act popularly known as COPRA was enacted in 1986.
  2. India has been observing 24th December as national Consumer Day.
  3. In October 2005, the Government of India enacted a law, popularly known as RTI (Right to Information) Act, which ensures its citizens all the information about the functioning of Government Departments.
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**5. Highlight the role of media in spreading awareness among consumers.**

**Ans.** Lenders asked for collateral while lending money to the borrowers due to the following reasons:

1. The mass media plays an important role in consumer awareness regarding their rights.
  2. Both print and electronic media highlights the issues of consumer exploitation and bring them in the notice of people and the government.
  3. Media help the people to express their views.
  4. Many consumer activities and organizations write articles in the print media and participate in the interview and debate in the electronic media and highlight the malpractices in the market.
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**6. Where can a consumer go to get justice against unfair trade practices? Explain.**

**Ans.** The Consumer Protection Act, 1986 is popularly known COPRA. Under COPRA, three tier quasi-judicial machinery at district; state and national level was set up for the redressal of consumer disputes.

1. The district level courts deal with cases of claims up to Rs 20 lakhs.
  2. The State level courts deal with cases of claim between to Rs 20 lakhs to Rs 1 crore.
  3. The National level courts deal with cases of claims more than Rs 1 crore.
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**7. Highlight the values which may really make a consumer more alert and wide awake**

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**in the market.**

**Ans.** 1. Self Awareness: Consumer should know about their rights and duties. They have to purchase standardized products.

2. Organization: The main reason for the exploitation of consumers is that, they are not united. They have to make consumer forums and consumer councils.

3. Voluntary Participation: Consumer movements require a voluntary effort and struggle involving the participation of one and all. There is always scope for consumers to realize their duties and responsibilities.

4. Responsibility: It means that taking care of one's duties. One should be responsible while purchasing any product from the market.

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**8. How do logos and certification on cover help the consumers to buy standardized products?**

**Ans.** 1. The logos and certification on cover help consumers get assured the quality while purchasing the goods and services because these are issued by the government organizations.

2. The organizations that monitor and issue these certificates allow producers to use their logos provided they follow certain quality standards.

3. For some products that affect the health and safety of consumers or of products of mass consumption like LPG cylinders, food colours and additives, cement packaged drinking water, it is mandatory on the part of the producers to get goods certified by government organizations.

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**9. Explain with an example how one can exercise the 'Right to Choose'.**

**Ans.** 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.

1. Consumer has right to choose goods and services.

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2. Consumers are not forced to buy things that he may not wish to buy.

3. Example: Suppose you want to buy toothpaste, and the shopkeeper 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.

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**10. The consumer Protection council Act 1986 ensures Six consumer rights to consumers. Read the following statement and find out the consumer right according to which Johan will get justice from the court. Explain.**

**“Johan is dissatisfied with the service provided by MTNL for past few months. He files a case in the District Level Consumer Forum”.**

**Ans.** 1. Consumers have Right to Seek Redressal against unfair trade practices and exploitation.

2. If any damage is done to a consumer she has right to get compensation depending on the degree of damage.

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**11. In what ways are locally formed consumer protection councils helpful in seeking redressal against unfair trade practices and exploitation?**

**Ans.** The locally formed consumer protection councils helpful in seeking redressal against unfair trade practices and exploitation in the following ways:

1. Consumer forums or consumer Protection councils guide consumers on how to filecase in the different consumer courts.

2. Come times they represent individual consumers in consumer courts.

3. Consumer forums and councils create awareness among the people about their rights.

4. Consumer forums and councils get financial help from the government for spreading information.

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**12. For some products like LPG cylinders, food colours and additives, cement packaged drinking water, it is mandatory on the part of the producers to get goods certified by**

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**government organization.**

**1. Why it is mandatory to get the above mentioned products should be certified by the government? What values do you learn from the above paragraph?**

**Ans.** For some products like LPG cylinders, food colours and additives, cement packaged drinking water, it is mandatory on the part of the producers to get goods certified by government organization because they affect the health and safety of the consumers. Producers need to strictly follow the required safety rules and regulations prescribed by the government authorities.

Following are the values:

1. Self Awareness: Be an aware consumer. Read what is written on the label and check the seal.

Responsibility: It means taking care of one's duties. We should be responsible while purchasing any product from the market.

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**13. Mention any three limitations of consumer awareness?**

**Ans.** 1. The consumer redressal process is becoming cumbersome, expensive and time consuming.

2. The consumer cases require time for filing and attending to the court proceedings, etc. Many times consumers are required to engage lawyers.

3. The existing laws also are not very clear on the issue of compensation to consumers injured by defective products.

4. After more than 25 years of enactment of COPRA, consumer awareness in India is spreading but slowly.

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**14. Mention any three social values which will solve the problem of consumer exploitation and malpractices which take place in the market.**

**Ans.** 1. Self Awareness: Consumer should know about their rights and duties. They have to

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purchase standardized products.

2. Organization: The main reason for the exploitation of consumers is that, they are not united. They have to make consumer forums and consumer councils.

3. Voluntary Participation: Consumer movements require a voluntary effort and struggle involving the participation of one and all. There is always scope for consumers to realize their duties and responsibilities.

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**15. Highlight any three duties of consumers.**

**Ans.** 1. Consumer should purchase quality and standardized products.

2. He should check the ISI, AGMARK and HALLMARK while purchasing anything.

3. Consumer should ask for the cash memo for the item purchased.

4. Consumer should know his rights and duties.

5. Consumer should make complaint for genuine grievance.

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**16. Explain the different functions of Consumer Protection Councils.**

**Ans.** 1. The consumer movement in India has led to the formation of various organizations locally known as consumer forums or consumer councils.

2. They guide consumers on how to file cases in the consumer courts.

3. On many occasions, they also represent individual consumers in the consumer courts.

4. These voluntary organizations also receive financial support from the government for creating awareness among people.

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**17. The consumer Protection council Act 1986 ensures Six consumer rights to consumers. Read the following statement and find out the consumer right according to which he will get justice. Explain it also.**

**“Lata got an electric shock from a newly purchased iron. She complained to the**

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**shopkeeper immediately”.**

**Ans.** The right is Right to Safety.

1. While using many goods and services, we as consumers, have the right to be protected against the marketing of goods and delivery of services that are hazardous to life and property.
2. Producers need to strictly follow the required safety rules and regulations. There are many goods and services that we purchase that require special attention to safety.
3. For example pressure cookers have a safety valve which, if it is defective, can cause a serious accident. The manufacturer of the safety valve has to ensure high quality.

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**18. Can you identify the different reasons for the rise of prices in India?**

- Ans.** 1. Sometimes the prices of raw material increases according the price of consumer good also increase due to the rise of cost of production.
2. Increase in demand also led to rise in prices.
  3. Hoarding by producers is also responsible for rise in prices.
  4. Imposition of direct taxes is also responsible of rise in prices.

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**19. Why are rules and regulations required in the market place?**

- Ans.** 1. The consumers are exploited by the shopkeepers and traders in different ways such as less weight or measurement, more prices, adulteration and defective goods.
2. In case of a complaint regarding a good or services, the shopkeeper or trader tries to avoid any responsibility. The seller tries to shift all the responsibility onto the buyer as if the seller has no responsibility once a sale is completed.
  3. Sometimes producers are few powerful while the consumers purchase in small amounts and scattered.

To save the consumers from such type of exploitation rules and regulations are required in

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the market place.

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**20. What is the rationale behind the enactment of consumer Protection Act, 1986?**

**Ans.** The efforts of consumer movements succeeded in bringing pressure on business firms as well as government to correct business conduct which may be unfair and against the interests of consumers at large. The Rational behind the enactment of Consumer Protection Act 1986 was to protect the interests of the consumers because there are no legal formalities for filing the complaint against the seller.

1. The enactment of COPRA has led to the setting up of separate departments of consumer affairs in central and state governments.
  2. Consumer dispute redressal agencies were set up at district, state and national level.
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**21. What should producers pledge to overcome the situations of consumer exploitation?**

- Ans.** 1. Producers need to strictly follow the required safety rules and regulations. There are many goods and services that we purchase that required special attention to safety.
2. Producers should give certain detail about ingredients used, price, batch number, and date of manufacture, expiry date and the address of manufacturing unit.
3. Producers should not force the consumers to buy the things that they are not interested to buy.
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**22. How far it is correct to say that the RTI Act changed the life of Amritha? Justify the statement with suitable argument.**

**Ans.** Amritha, an engineering graduate after submitting all the certificates and attending the interview for the job in government department, did not receive any news of the result. The officials also refused to comply with her queries. She therefore filed an application using the RTI Act saying that bit was her right to know the result in a reasonable time so that she could plan her future; she soon got her call letter for appointment.



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**23. Write some catchy captions used by manufactures to attract the consumers?**

**Ans.** 1. Buy one get one.

2. 15 gm more in every 500 gm pack.

3. Scratch and win gift worth Rs 10 Lakhs.

4. Win a gold coin inside the pack.

5. A milk chocolate inside a 500 gm glucose box.

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**24. Give two arguments in favour of regulating the price in India.**

**Ans.** Yes, there is a need of regulating prices in India.

A. Traders sometime raise the prices to earn more profit.

B. Such types of traders earn huge profit by exploiting the innocent poor consumers.

C. When the traders charge high prices on the sale of essential products like milk,

Wheat, rice and clothes than the situation become very miserable.

Above discussed reasons necessitates the need for regulation of traders and keeping a close watch on them by the government.

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**25. “A consumer has the right to get compensation depending on the degree of the damage”. Support this statement with an example.**

**Ans.** A consumer has 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.

Example: Ram purchases some medicine for which the manufacture claims that there is no side-effect. After taking this medicine he faces serious skin problem in the form of rashes and itching. Ram files a case in the district level consumer court at his place and at last he gets Rs 30,000 as compensation based on the degree of damage.

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**26. Highlight the rise of consumer movement in India since 1960s.**

**Ans.** In India the consumer movement as a social force originated with the necessity of protecting and promoting the interest of consumers against unethical unfair practices. Rampant food shortages, hoarding, black, marketing, adulteration of food and edible oil gave birth to the consumer movement in an organized form in the 1960s. Till the 1970s, consumer organizations were largely engaged in writing articles and holding exhibitions. They formed consumer groups to look into the malpractices in ration shops and overcrowding in the road passenger transport. More recently, India witnessed an upsurge in the number of consumer groups.

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**27. Elaborate the views of Mahatma Gandhi regarding a Customer.**

**Ans.** According to Mahatma Gandhi a customer is a:

1. A customer is the most important visitor on our premises.
  2. He is not dependent on us. We are dependent on him.
  3. He is not outsider on our business, he is part of it.
  4. We are not doing him a favour by serving him. He is doing us a favour by doing us an opportunity to do so.
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**28. Which tool is used by united nation to protect the consumers of all over the world? Explain.**

**Ans.** 1. In 1985 United Nations adopted the UN Guidelines for consumer Protection.

2. This was a tool for nations to adopt measures to protect consumers and for consumer advocacy groups to press their governments to do so.
3. At the international level, this has become the foundation for consumer movements.
4. Today consumer International has become umbrella body of 240 organizations from over 100 countries.

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**29. What ideas show that the rise of consumer awareness is essential?**

**Ans.** 1. Consumers are exploited by the sellers and manufacturers that's why there is a need of consumer awareness.

2. Individual consumers often find themselves in a weak position in the market. The seller tries to shift all the responsibilities on the buyer in case of complaint.

3. Sellers make false claims about the durability and quality of their products through attractive advertisement.

Adulteration causes loss to the health and they suffer from monetary loss also.

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**30. Explain the steps taken by government to protect the consumers from exploitation?**

**Ans.** 1. The Indian Government enacted the Consumer Protection Act (COPRA) on 24th December 1986.

2. Under COPRA, three tier quasi judicial machinery at the district, state and national level was set up for redressal of consumer disputes.

3. An agency Bureau of Indian standards was set up to develop the standards for goods and services produced with in the country.

4. BIS through their logos like ISI, AGMARK and HALLMARK develops quality standards for many products.

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**31. Which facts show that State Consumer Disputes Redressal Commission of Kerala plays a negative role while giving justice to Reji Methew?**

**Ans.** Reji Methew was admitted in a private clinic in Kerala for removal of tonsils. An ENT surgeon performed the tonsillectomy operation under general anesthesia. As a result of improper anesthesia Reji showed symptoms of some brain abnormalities because of which he was crippled for life.

Negative Role of State Consumer Disputes Redressal Commission: His father filed a case in SCDRC claiming of Rs 5,00,000 for medical negligence and deficiency, in service. The state

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commission, saying that the evidence was not sufficient dismissed it. But Reji's father gets justice at National Commission.

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**32. How consumer forums are helpful for consumers?**

**Ans.** 1. Consumer forums or consumer Protection councils guide consumers on how to filecase in the different consumer courts.

2. Come times they represent individual consumers in consumer courts.

3. Consumer forums and councils create awareness among the people about their rights.

4. Consumer forums and councils get financial help from the government for spreading information.

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**33. What type of information that should be taken care of by the consumers before buying a product?**

**Ans.** 1. Consumer should be aware about his rights as a consumer.

2.He should be aware the quality of that product.

3. He has to confirm price of that product.

4. He has right to get information about the MRP, manufacturer of that product. Guarantee and warranty period.

5. Consumer has to get information about the standardization of the product.

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## 5 marks Questions

**1. Has COPRA succeeded in its objective particularly to make people aware about the malpractices in the market and has it proved valuable? Elaborate your answer with suitable arguments.**

**Ans.** The COPRA has not succeeded in its objective to make people aware about the malpractices in the market.

1. Most of the shopkeepers are still selling defective products without any fear and are not giving cash memo to consumers.
  2. The consumer redressal process is becoming cumbersome, expensive and time consuming.
  3. Consumers are also purchasing defective goods. The consumer awareness is still at its lowest level.
  4. The existing laws also are not very clear on the issue of compensation to consumers injured by defective products.
  5. After more than 25 years of enactment of COPRA, consumer awareness in India is spreading but slowly.
  6. Beside this the enactment of law that protect workers, especially in the unorganized sector is weak.
  7. Similarly rules and regulations for working of markets are not followed.
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**2. Identify the qualities of a well informed consumer.**

**Ans.** 1. He should be aware of departments of consumer affairs in central level and state level.

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2. He has full knowledge about the ISI, AGMARK and HALLMARK logos.
  3. He should be an active member of consumer forum and consumer council.
  4. He should be aware about the malpractices and tactics done by manufacturers and sellers to exploit consumers.
  5. He should be aware about the rights of consumers given by COPRA 1986.
  6. He should be aware about the three-tier quasi judicial machinery at the district, state and central level.
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**3. Explain the role of State Consumer Disputes Redressal Commission and The role of National Dispute Redressal Commission to give justice to Reji Methew?**

**Ans.** Reji Methew was admitted in a private clinic in Kerala for removal of tonsils. An ENT surgeon performed the tonsillectomy operation under general anesthesia. As a result of improper anesthesia Reji showed symptoms of some brain abnormalities because of which he was crippled for life.

1. Role of State Consumer Disputes Redressal Commission: His father filed a case in SCDRC claiming of Rs 5,00,000 for medical negligence and deficiency, in service. The state commission, saying that the evidence was not sufficient dismissed it.
  2. Role of National Consumer Disputes Redressal Commission: Reji's father appealed in the National Consumer Disputes Redressal Commission located in New Delhi. The national Commission after looking into the hospital responsible for medical negligence and directed it to pay the compensation.
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**4. How consumers' movements are responsible to spread awareness among the consumers?**

- Ans.**
1. It provides agency function like transfer of funds, collection of funds, payment of various items, purchase and sale of shares and securities.
  2. The consumer movements led to the formation of the consumer protection Council or consumer forum.

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3. They guide the consumer on how to file the cases in the consumer courts.
  4. On many occasions, they represent individual consumers in the consumer courts.
  5. These councils spread awareness among the people.
  6. It works for the protection of the consumer rights.
  7. It imparts knowledge to people about consumer rights by writing articles and getting it published in newspapers and periodicals.
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**5. Explain any five ways by which consumers are exploited in real life?**

- Ans.** 1. It Adulteration is a common way adopted by sellers to exploit consumers.
2. Due to adulteration consumers suffers heavy loss of money and health.
  3. Sometimes sellers make false claims about the quality and durability of products through effective ways of marketing and advertisements.
  4. Markets don't work in a proper manner. These are not following the rules prescribed by COPRA. When few producers are there in the market they impose their own rules. They charge price according to them self.
  5. Some sellers cleverly cheat the consumer by underweight and under-measure tactics.
  6. Some sellers sell sub standard products mean duplicate products.
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**6. Highlight the functions of consumer protection Council or consumer forum.**

- Ans.** 1. The consumer movements led to the formation of the consumer protection Council or consumer forum.
2. They guide the consumer on how to file the cases in the consumer courts.
  3. On many occasions, they represent individual consumers in the consumer courts.
  4. These councils spread awareness among the people.

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5. It works for the protection of the consumer rights.

6. It imparts knowledge to people about consumer rights by writing articles and getting it published in newspapers and periodicals accepts the deposits from customers.

7. It can be in the form of saving account deposits, current account and fixed deposits.

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**7. Suppose you are the owner of a Multinational Chocolate manufacturing company. Write down the principle you would abide by before marketing your chocolates.**

**Ans.** 1. We should follow the safety rules and regulations prescribed by the government.

2. We should provide the whole information on the packing of our product like- Ingredients, Maximum Retail Price; batch no, date of manufacturing, date of expiry.

3. We should also provide our address.

4. We should also write our consumer help line number on the packing

5. We should use an environment friendly packaging material.

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**8. How will you get compensation if a complaint goes to the consumer Court? Explain with suitable example.**

**Ans.** A consumer has right to seek redressal against unfair trade practices and exploitation under COPRA 1986. Three tier quasi-judicial machinery at district, state and national level is set up by the government for redressal of consumer.

For Example: Amir purchases a Cell phone from a shop. He realized that the dealer has sold him defective phone. He goes to the dealer and complains but he doesn't listen. Amir goes to Local Consumer Forum to get advice. He files a case in the district Consumer Court. He starts attending the proceedings of court regularly. Amir is asked to produce the bill and warranty card before the court. He does the same. After few months, the court ordered the dealer to replace his cell phone with a brand new one without extra cost.

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**9. Explain the different Rights of Consumers?**



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**Ans.** 1. Right to Safety: A consumer has the right to be protected against the marketing of goods and delivery of services that are hazardous to life and property. Producers need to strictly follow the required safety rules and regulations.

2. Right to be informed: Consumers have the right to be informed about the goods and services they purchased. The whole information includes price, batch number, ingredients, date of manufacture, expiry date and the address of the manufacturer.

3. Right to choose: 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.

4. Right to seek Redressal: Consumers have the right to seek redressal against unfair trade practices and exploitation. If any damage is done to a consumer. He has the right to get compensation depending on the degree of damage.

5. Right to be heard: The consumer should be assured that complaints or grievances regarding a product or service will be considered.

6. Right to consumer education: A consumer can be protected against frauds only when he knows that there is a law dealing with such malpractices. He should be aware of the rights and the remedies available.

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**10. Explain the Judicial Setup made by the Indian Government to solve the consumer dispute.**

**Ans.** A. District Level Consumer Courts: These are courts which settle Consumer disputes at District level consumer Courts deals with the cases involving claims up to Rs 20 lakhs.

B. State Level Consumer Courts: These are courts which settle Consumer disputes. State level Consumer Courts deals with the cases involving claims up to Rs 20 lakhs to Rs 1 crore.

C. Central Level Consumer Courts: These are courts which settle Consumer disputes. Central level Consumer Courts deals with the cases involving claims exceeding Rs 1 crore.

## MCQ

### 1. A consumer

- (i) Sells goods and services (ii) Buy goods and services  
(iii) Produces goods and services (iv) Delivers goods and services

Ans.(ii) Buy goods and services

### 2. Adulteration is

- (i) Selling defective items (ii) Overpricing  
(iii) Underweight measurement (iv) Mixing cheap materials

Ans.(iv) Mixing cheap materials

### 3. Causes of consumer exploitation

- (i) Right to Information (ii) Proper Supply (iii) Low literacy (iv) High literacy

Ans.(iii) Low literacy

### 4. Which is not a function of PDS

- (i) Control Hoarding (ii) Control Prices  
(iii) Control over charging (iv) Consumer Redressal

Ans.(iv) Consumer Redressal

### 5. COPRA stands for

- (iv) Consumer Redressal(ii) Consumer Prevention Act

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**(iii) Consumer Police Act (iv) Consumer Power Act**

**Ans.(iv) Consumer Redressal**

**6. Pick odd one out**

**(i) Right to information (ii) Right to choice**

**(iii) Right to adulteration (iv) Right to redressal**

**Ans.(iii) Right to adulteration**

**7. Pick odd one out**

**(i) Right to safety (ii) Right to life**

**(iii) Right to consumer education (iv) Right to representation**

**Ans.(ii) Right to life**

**8. National Consumer Day is celebrated in India**

**(i) 24 December (ii) 25 December (iii) 26 December (iv) 27 December**

**Ans.(i) 24 December**

**9. COPRA does not propose formation of**

**(i) National Consumer Court (ii) State Consumer Court**

**(iii) District Consumer Court (iv) High Court**

**Ans.(iv) High Court**

**10. ISO stands for**

**(i) International Standard Organization**

**(ii) International Organization for Standardization**

**(iii) International School Organization**

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#### **(iv) International Standardization**

**Ans.**(ii) International Organization for Standardization

### **SHORT QUESTION TYPE ANSWERS**

#### **Q.1 Why COPRA is enacted in India?**

**Ans.** Consumer Protection Act 1986 (COPRA) is enacted in India with following motives:

- (i) To pressurize business firms.
- (ii) To correct unfair business conduct.
- (iii) To protect the interests of the consumers.

#### **Q. 2 What do you understand by consumer protection?**

**Ans.** By consumer protection we mean the protection of the consumers against the unfair and malpractices adopted by the businessmen. These may be grouped mainly into two categories.

- (i) Government measures
- (ii) Voluntary measures

#### **Q. 3 How do the logos ISI, Agmark or Hallmark help consumers?**

**Ans.** These logos and certification help consumers get assured of quality while purchasing goods and services. The organizations that monitor and issue the certificates allow the producers to use these logos provided they follow certain quality standards.

#### **Q. 4 What is adulteration?**

**Ans.** When some foreign matter, injurious to health, is mixed with any good or natural production, it is called adulteration. This is the most heinous crime against humanity.

#### **Q. 5 Mention a few Organizations that provide certification of standardization in India. What do you mean by ISO?**

**Ans.** (i) BIS and ISI (ii) AGMARK (iii) HALLMARK

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It means International Organization for Standardization which has its headquarter at Geneva. It does the Standardization work at the international level.

**Q. 6 What is the need for consumer awareness?**

**Ans.** The need for consumer awareness was felt because both the manufacturers and traders can go to any extent out of their selfishness. They can charge high prices, and resort to underweight and under measurement methods. Their lust for money may lead to loss of money and health of consumers.

**LONG QUESTION TYPE ANSWERS**

**Q.1 What are the different forms of consumer exploitation?**

**Ans.** The different forms of consumer exploitation are:

- (i) Less weigh. (ii) Defective goods. (iii) Provide poor services.
- (iv) Impure quality of products/goods. (iv) High prices: sellers usually charge a price higher than the prescribed retail price. (v) Duplicate Articles.
- (vi) False or incomplete information, misleading consumers.
- (vii) Lack of safety devices which cause harm to the consumers.
- (vi) Adulteration: Mixing or substituting undesirable materials in food items etc.
- (vii) Unsatisfactory after sale service: supplies do not provide satisfactory behavior.
- (viii) Large companies with huge wealth, power and reach can manipulate in the market.

**Q.2 What are the factors responsible for the consumer exploitation?**

**Ans.** The following factors are responsible for the consumer exploitation:

- (i) Limited information - For a correct decision and choice about a product, a consumer needs full information about the price, quality, durability, composition, etc of the Product. In the absence of full and correct information, a consumer may get exploited.
- (ii) Limited supplies- when the supply of goods is less than their demand, the prices may go

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high and may also encourage the tendency of hoarding. As a consequence, consumers will get exploited.

(iii) Limited competition-when there is limited competition with regard to production i.e., when producers are few and can control and restrict the supply of a product there is a possibility of manipulation in prices.

(iv) Low literacy-Illiteracy causes ignorance, which leads to exploitation of consumers. The level of awareness in our country is generally low.

### **Q.3 What are consumer protection councils?**

**OR**

### **Q. What are consumer forums?**

**Ans.** These are voluntary organizations locally known as consumer forums or consumer protection councils. The main activities of the consumer forums or consumer protection councils are:

- (i) They guide consumers on how to file cases in the consumer court.
- (ii) They may represent individual consumers in the consumer courts.
- (iii) They create awareness among the people.

These voluntary organizations receive financial support from the government for the above purposes.