



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – June / July 2021
II Semester

Class : I PG **Time : 3 Hours**
Major : Interior Design and Resource Management **Max. Marks : 100**

20MIRC10 Consumerism and the Green Consumer

Part A

10 x 1 = 10

Choose the Correct Answer

1. Any individual who purchases goods and services from the market for his/her end-use is called a _____
a. customer b. purchaser c. consumer d. all the above
2. Which logo or mark you would look for on jewelry?
a. ISI mark b. AGMARK c. Hall mark d. ISO mark
3. When was the Consumer Protection Act passed in India?
a. 1968 b. 1986 c. 1984 d. 1976
4. The agencies which look into the complaints of the consumers are popularly called ____
a. Consumer courts b. Consumer commissions
c. Consumer forums d. Consumer cells
5. The organization which lays down standards of products at the international level is called _____
a. ISI b. ISO c. ISRO d. WCF
6. _____ is the action and decisions process of people who purchase goods and services for personal consumption.
a. consumer behavior b. consumer interest
c. consumer attitude d. consumer interpretation
7. Which among the following is not seen on a label?
a. Expiry date b. Price of the product
c. Marginal profit d. Nutritional information
8. Which one of the following does not provide certificate of standardization in India?
a. ISI b. AGMARK c. HALLMARK d. COPRA
9. The purpose of advertising is?
a. tease the consumer b. persuade the consumer
c. inform the consumer d. all the above
10. The term Mercantus is derived from _____
a. Latin b. Greek c. French d. English

Part – B

5X6=30

Answer all the questions.

Each answer should not exceed 400 words or two pages

- 11.a. Classify and explain consumer goods.
(or)
- 11.b. Explain about factors influencing consumer behaviour.
- 12.a. Define Market. Explain types and functions of market.
(or)
- 12.b. Enumerate on pricing and types of prices.
- 13.a. Write about need and scope for Consumer Education.
(or)
- 13.b. What is Consumer Ethics and legislation in protecting consumer?
- 14.a. Explain about role of Standards institution.
(or)
- 14.b. Frame an interview schedule to conduct a survey on green consumerism.
- 15.a. Criticize on use of Plastic bags for Packaging .
(or)
- 15.b. Explain importance of green seal.

Part – C

5X12=60

Answer all the questions.

Each answer should not exceed 800 words or four pages.

- 16.a. Enumerate on Consumer rights.
(or)
- 16.b. What is the role of consumer in country's economy?
- 17.a. What is Digital Marketing? Elaborate on its career opportunities.
(or)
- 17.b. Give a detailed note on Demand and Supply and factors affecting it.
- 18.a. Criticize on role of labels as consumer aid.
(or)
- 18.b. Appraise on need for quality control and after sales service.
- 19.a. Describe the functions of standards institutions.
(or)
- 19.b. Give the importance of green consumerism and consideration in daily consumption.
- 20.a. Write in detail about 3R concept.
(or)
- 20.b. What is green marketing? Explain its role as aid to transform regular consumers to green consumers.
