



Chambal

Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Arrear Examination – November 2025
IV Semester

Batch : 2023
Major : Computer Science

Time: 3 Hrs
Max. Marks: 100

23BCOGE5 Consumer Affairs

Course Outcomes

- CO1: Understand the legal formalities of consumer rights
CO2: To know the procedure in redressal of consumer complaints
CO3: The learners would be able to comprehend the business firm's interface with consumers and the related regulatory and business environment.
CO4: To learn about role of Industry regulators in Consumer Protection
CO5: To know the contemporary issues in consumer Affairs

Part A

10 x 1=10

Choose the Correct Answer

- Which of the following is a stage in the consumer buying process?
a. Post-purchase evaluation
b. Tax assessment
c. Standardization
d. Inflation control
CO1K2
- E-commerce mainly refers to
a. Traditional trade fairs
b. Buying and selling through internet
c. Government procurement
d. Agricultural marketing only
CO1K1
- The ISI mark is a symbol of
a. Product safety and quality
b. International pricing policy
c. Agricultural exports
d. Banking regulation
CO2K1
- The standardization of gold jewellery in India is certified by
a. BIS
b. AGMARK
c. Hallmark
d. FSSAI
CO2K1
- Which of the following is an advisory body under the Consumer Protection Act, 1986?
a. Consumer Protection Council
b. National Commission
c. District Forum
d. State Commission
CO3K2
- The District Forum can entertain complaints where the value of goods/services does not exceed
a. Rs1 lakh
b. Rs.20 lakhs
c. Rs.1 crore
d. Rs.10 crores
CO3K1
- IRDA is a regulatory body for _____
a. Real Estate
b. Insurance
c. Electricity
d. Food Safety
CO4K1
- TRAI regulates the
a. Transport services
b. Telecommunication
c. Taxation Policies
d. Trade marks
CO4K1
- UN Guidelines for Consumer Protection were first adopted in the year
a. 1965
b. 1985
c. 1999
d. 2015
CO4K1
- Which of the following is of misleading advertisement?
a. Comparative advertising based on facts
CO5K2

1.12.25 (AN)

Arrear

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11. a. List out the stages of consumer buying process and its importance. CO1K1
(or)
11. b. Discuss the impact on globalization of Indian Consumer Markets. CO1K2
12. a. Write a short note on Hallmarking and its importance. CO2K2
(or)
12. b. Explain the importance of labeling and packaging for consumer protection in brief. CO2K2
13. a. Write a short note on powers, composition and Jurisdiction of District Forums. CO3K1
(or)
13. b. Write short notes on: (i) Temporary injunction (ii) Frivolous complaints. CO3K1
14. a. Explain in brief on the role of Electricity Regulatory Authority in consumer protection. CO4K1
(or)
14. b. Write a note on the role of Real Estate Regulatory Authority (RERA). CO4K1
15. a. List out the objectives of consumer organizations in India. CO5K1
(or)
15. b. Explain in brief the consumer awareness initiation done by the consumer association. CO5K1

Part C

5x12= 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16. a. Discuss on the factors affecting the voicing of consumer grievances. CO1K2
(or)
16. b. Explain the impact of e-commerce in Indian market. CO1K2
17. a. Explain in detail about voluntary and mandatory standards. CO2K2
(or)
17. b. Explain the pricing concept applied in retail and wholesale markets. CO2K2
18. a. Explain the constitution of adjudicatory bodies and its power for consumer protection. CO3K2
(or)
18. b. Discuss the procedure of filing a complaint and hearing of complaints. CO3K2
19. a. Explain the role of IRDA and insurance ombudsman in detail. CO4K2
(or)
19. b. Discuss the functioning of FSSAI in ensuring food safety for consumers. CO4K2
20. a. Explain contemporary issues in consumer affairs with reference to E-commerce, misleading advertisements and consumer rights. CO5K2
(or)
20. b. Elucidate UN Guidelines on Consumer Protection and their relevance in India. CO5K2