

Chapter 5 - Consumer Rights

1. Why are rules and regulations required in the marketplace? Illustrate with a few examples.

Answer: Rules and regulations are required in the marketplace for the protection of the consumer. Individual buyer can be misled by the seller and in case of any complaint against the shopkeeper, the blame is put on the buyer. The sellers tend to hold no responsibility for the goods once sold. Hence to protect consumers from such incidents, rules and regulations are required in the marketplace. For example, if a person buys a product and checks the expiry date after paying for the product, the shopkeeper cannot deny changing the expired product. If no rules were maintained then the shopkeeper might refuse to change the product.

2. What factors gave birth to the consumer movement in India? Trace its evolution.

Answer: The consumer movement arose out of dissatisfaction of the consumers. The factors that gave birth to the consumer movement in India are as follows:

1. There was no legal system available to consumers to protect them from exploitation in the marketplace.
2. It was started because of the necessity of protecting and promoting the interests of consumers against unethical and unfair trade practices.
3. Rampant food shortages
4. Black marketing
5. Adulteration of food and edible oil

Till the mid-1970s, the consumer organisations were busy writing articles and holding exhibitions to arouse consciousness among the consumers. There has been an upsurge in the number of consumer groups since the 1980s. Currently, there are about 700 consumer organisations in India working in the field of consumer protection. Greater awareness among the consumers about their rights also led to a gradual transition from a predominantly 'sellers' market to a buyers' market.

These movements have also influenced the government to work for the protection of the consumer and the Consumer Protection Act was passed in 1986 to safeguard the interest of the consumers.

3. Explain the need for consumer consciousness by giving two examples.

Answer: The consumer must be conscious while buying or trading anything in the market so that they are not being cheated or exploited in the market place and charged wrongly for the goods.

For example, a person must always check the expiry and manufacturing date of the product before paying for it and must complain about the shopkeeper if any expired product is found in the shop to the consumer forum.

Another example that proves that consumer consciousness is important that a consumer must always ask for a computerised bill for the goods they buy. This is because if a consumer has been provided with a wrong product the consumer forum demands for a bill that acts a proof that the product given by the shopkeeper is wrong.

4. Mention a few factors which cause exploitation of consumers.

Answer: A few factors that cause the exploitation of consumers are as follows:

1. The most important factor is lack of awareness. People do not ask for proper bills while buying products which ultimately results in the exploitation of the consumer if the product bought is defective.
2. There is no proper monitoring of rules and regulations
3. Consumer ignores small losses and does not complain about them which makes the seller more ignorant

Answers To Chapter 5 Consumer Awareness

Huangqi Zhang



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