

L17-Consumer Education

Keywords

Raw materials	Cheated	Over-charge	Wholesale markets	Packed products and sold loose
Market	Return for our money	Market survey	Cash or on credit	Maximum retail price (inclusive of all taxes), also called mrp
Ignorant	Demonstration of usage	Retail shops/ retail markets	Installment Payments	Commission of the seller
Ill informed		Cooperative stores	Gurantee card	Purchasing power
Receipt	Social and economic background	Authorised dealers	Warranty card	End-of-season sales
Quick And easy money	Price variation	Company showrooms	Vigilant against corrupt practices	Stock clearance
Early birds	Adulteration	Roadside hawkers	Critically evaluate	Nutritional claims
Hoarding	Black Marketing/balck market	Artificial scarcity	Axes, duties	Irregular weights
Standardizat ion or certification marks	Fair price shops	Kendriya bhandar	Redressal	Rights and Responsibilities

In-text Questions

In-text Questions 17.1

1. Indicate whether the following statements are true or false by writing T or F again each statement. Justify your answer in the space provided.

i. Children are not consumers. **False**

Because: All are consumers irrespective of age, social and economic background and level of education.

Children also consume goods and services.

ii. Sales persons are not the only source of providing information about a product. **True**

Because: We must gather information about a product from all the sources available (internet, friends, printed media etc) before purchasing.

iii. When goods are available at a lower price, it is wise to buy them in as much quantity as is available. **False**

Because: Even when goods are available at a lower price, we must buy as per our need, money and storage space available. This prevents spoilage and wastage.

iv. Room coolers and fans should be bought preferably in winters. **True**

Because: They are cheaper during winter due to off-season.

v. It is better to buy expensive durable goods on instalments rather than not buy them at all. **True**

Because: If the durable good adds value to our life and if we are confident that we can repay all installments with out any trouble, it is advisable to buy the good on installments even if it is expensive (for ex, house, car etc)

In-text Questions 17.2

1. Fill in the blanks choosing the correct words from the brackets.
 - i. The MRP is the maximum price at which a product is sold in the market. (minimum/**maximum**/moderate).
 - ii. Food items sold loose have high chances of adulteration (theft/breakage/**adulteration**).
 - iii. Hiding away of scarce products and their sale at a high price is called black marketing (hoarding/profitteering/**black marketing**).
 - iv. Sale of small soap cakes in large packets is a deceptive sale practice. (**deceptive**/positive/effective).
 - v. Shopkeepers and manufacturers should provide the consumer with all the information to enable them to make a wise purchase. (discounts/**information**/gifts) .
 - vi. Products bearing standardization marks are of good quality (identification/ trade/**standardization**).
2. List any two effective solutions to consumer problems.

Answer: The two effective solutions to consumer problems are:

- i. Obtain bills, receipts and guarantee cards for all purchases made and keep them safely. They will be of use in case of any fault in the products.
- ii. Instead of loose items, preferably buy properly packed and labelled products.

In-text Questions 17.3

1. Which of the following are consumer's rights? Tick (✓) the correct answers:

- i. Right to discount
- ii. Right to choose ✓
- iii. Right to safety ✓
- iv. Right to free home delivery
- v. Right to be heard ✓
- vi. Right to standardized products
- vii. Right to information ✓
- viii. Right to technology
- ix. Right to communicate
- x. Right to consumer education ✓
- xi. Right to computer education
- xii. Right to redressal ✓
- xiii. Right to return

2. Fill in the blanks with the correct answer.

- i. Bill/Receipt should be kept safely as it is a proof of purchase of product.
- ii. Incidences of cheating and unfair trade practices should be reported to the concerned authorities to punish the guilty;
- iii. To ensure long life of an electrical gadget it is very important to follow its manufacturer's guidelines for use, care and maintenance.

3. Read the following problems and state the **Right** the person will need.
- i. Mohan went to a shoe palace. Now he is trying to decide which one to buy out of Lotus Bawa, Adidas, Reebok and Nike.

Right to Choose.

- i. Radha bought an immersion rod a few days back which stopped working. She goes back to the shopkeeper and wants it either replaced or rectified by the shop owner.

Right to Redressal.

- ii. Mina bought a tin of desi ghee. When she opened it, it was smelling bad. She went to the shopkeeper who refused to hear her complaint because of which she wanted to be heard and approached the consumer court.

Right to be heard.

In-text Questions 17.4

1. Match the items listed in column A with laws mentioned in column B, under which you can file complaints if these are unsatisfactory.

Column A	Column B
i. Medicines	a. Fruit Products Order
ii. Ghee	b. Bureau of Indian Standards Act
iii. Misleading advertisements	c. Drugs and Cosmetics Act
iv. Pickles	d. Essential Commodities Act
v. Pressure Cooker	e. Prevention of Food Adulteration Act
vi. Artificially coloured sweets	f. Agricultural Produce (Grading/Marking) Act

Column A	Column B
	g. MRTP Act h. Standards of Weights and Measures Act.

i – c

ii – f

iii - g

iv – a

v – b

vi - e

In-text Questions 17.5

1. Following is a list of products, write the standardization mark (ISI/AGMARK/FPO/Woolmark) usually found on each in the space provided
 - i. Paint - ISI mark
 - ii. Electric iron - ISI mark
 - iii. Honey - AGMARK
 - iv. Canned fruit juice - FPO
 - v. Pure wool shawl - Woolmark
 - vi. Ground spices - AGMARK
 - vii. Pure ghee - AGMARK
 - viii. LPG cylinders - ISI mark
 - ix. Knitting wool - Woolmark

- x. Frozen peas - FPO
2. Fill in the blanks, with appropriate words.
- i. Before buying a medicine its label should be read carefully.
 - ii. Packaging saves a product from breakage and spoilage
 - iii. An advertisement gives information about a product.
 - iv. Purchase of products with standardisation mark ensures that they are of a certain minimum standard and quality.
3. List any six items of information that should be mentioned on a label:
- i. Name of the product
 - ii. Net weight / volume / length
 - iii. Brand name
 - iv. Maximum retail price (MRP), inclusive of all taxes
 - v. Manufacturer's name and address
 - vi. Contents/Ingredients
 - vii. Warning and precautions
 - viii. Guarantee period
 - ix. Directions for use, care and maintenance
 - x. Dates of manufacture and expiry
 - xi. Dosage in the case of medicines

In-text Questions 17.6

1. Indicate whether the following statements are true or false by writing T or F against each statement. Justify your answer in the space given below.



- i. It is not possible for all consumers to unite and form consumer groups for preventing traders from using unfair sales practices. **False**

Because: All consumers should unite to protect themselves from malpractices of traders and business people.

- ii. A strong consumer movement increases consumer rights and decreases consumer responsibilities. **False**

Because: A strong consumer movement reduces consumer problems.

- iii. Every year March 15th is celebrated as Consumer Rights Day. **True**

Because: To motivate and strengthen the consumer movement the Government has declared 15th of March as the **Consumer Rights Day**.

- iv. Consumers can help in developing a consumer movement that can look after the interests of the consumers in Government policies and programmes. **True**

Because: A consumer movement helps consumers to represent the consumer interests to the Government.

- v. Some consumer unions assist consumers to take legal action against the guilty traders. **True**

Because: A consumer movement helps consumers to take action and report cases of wrong practices to concerned authorities. It helps consumer to seek redressal and get the guilty punished.

Terminal Questions

1. Define the following terms:
 - i. Consumer

- ii. Consumer Education
- iii. Consumer Movement

Answer:

Si No.	Term	Definition
i.	Consumer	Consumers are people who buy goods and services to satisfy their needs.
ii.	Consumer Education	Consumer education means to educate the consumers as to what, where, when, how and how much to buy and how to use what they have bought.
iii.	Consumer Movement	Consumer movement is a joint action of consumers against unfair practices of the traders and manufacturers.

2. List the various problems faced by the consumers in the market today. Suggest solutions to any three problems.

Answer:

The problems faced by the consumers in the market today:

- i. Price Variation
- ii. Adulteration and Poor Quality
- iii. Non-availability - Hoarding and Black Marketing
- iv. Defective Weights and Measures
- v. Deceptive Trade Practices
- vi. Poor Consumer Guidance
- vii. Lack of Standardised Products

Solutions to three problems:

SI No.	Problem	Solution
1	Price Variation	Always conduct market surveys and tap all the sources of information (TV, magazines, newspapers, salespersons, and if possible some body who is already using the product) before buying a product.
2	Adulteration and Poor Quality	Instead of loose items, preferably buy properly packed and labelled products.
3	Defective Weights and Measures	Do not accept irregular weights like bricks and stones. Be alert and vigilant about the weights and measures and the procedure used by the seller.

3. Enumerate the consumer rights and discuss consumer responsibilities.

Answer:

The Consumer Rights:

SI No.	Consumer Right	Explanation
i.	Right to safety	This right protects us against products and services that are harmful to our life and property like adulterated food and unsafe electrical appliances.
ii.	Right to be informed	<ul style="list-style-type: none"> • This gives us the right to be informed about the quality, quantity, and price of goods and services. • Hence all products must have a label and this information must be mentioned on the label.
iii.	Right to choose	This entitles us to the right to have access to a variety of goods and services of satisfactory quality at a

		reasonable price.
iv.	Right to be heard	This gives us the right to voice our protest against any malpractice of the traders and oppressive government policies.
v.	Right to redressal	This means that we have the right to a fair settlement for genuine and just complaints against faulty goods and services.
vi.	Right to consumer education	This enables us to acquire knowledge and abilities to make wise choices.

The Consumer Responsibilities:

- a. Take bills, receipts, guarantee cards, etc., and keep them safely and maintain them as records. They are the proof of your purchase.
- b. Insist on buying good quality products with standardization marks, even if they are not of popular names.
- c. Do not let yourself get carried away by sales talks, attractive labels, packaging, free gifts and advertisements and other such sales tricks or gimmicks.
- d. Follow the manufacturer's instruction for use, care and maintenance of a product carefully.
- e. Do not misuse the customer services offered by manufactures and shopkeepers like free home delivery, exchange within a specified period, credit, etc.
- f. Report cases of cheating and encourage other consumers also to do the same.
- g. Cooperate with law enforcement agencies in getting the guilty traders punished.
- h. Do not waste any product. Make an effort to conserve resources so that they can last longer.

4. What is the importance of consumer protection laws? Describe the following laws:

- i. Essential Commodities Act
- ii. Monopolies and Restrictive Trade Practices Act
- iii. Consumer Protection Act
- iv. Standards of Weights and Measures Act

Answer: Consumer Protection laws safeguard consumers against malpractices of the sellers.

Sl No.	Consumer Protection Law	Description
i.	Essential Commodities Act	<ul style="list-style-type: none"> • As per this Act, the Government ensures that all the goods and services essential to life are available in the market at a reasonable price. • The Government list of essential commodities includes items like cereals, pulses, sugar, raw jute, cotton and woollen textiles, medicines, paper, coal, petrol and petroleum products, iron, steel, cattle fodder, etc.
ii.	Monopolies and Restrictive Trade Practices Act (MRTP)	<ul style="list-style-type: none"> • This act protects consumers from being exploited by unfair trade practices like: <ul style="list-style-type: none"> • giving false or misleading statement and advertisements • sale of substandard products • Hoarding and black marketing. • It also prevents traders

SI No.	Consumer Protection Law	Description
		from conducting any contest or lottery with no intention of giving the promised prizes.
iii.	Consumer Protection Act (CPA/COPRA)	<ul style="list-style-type: none"> • This Act clearly defines consumer rights and responsibilities. • It provides consumers with quick and easy redressal of their genuine complaints. • Courts have been set up at the District, State and National level. Such courts are called Consumer Redressal Forums
iv.	Standards of Weights and Measures Act	<ul style="list-style-type: none"> • This Act prevents the use of non-standard weights and measures. • It makes it compulsory for all products to bear a detailed label.

5. Discuss the role of the following as consumer aids in assisting consumers in making wise purchases:

- i. Labels
- ii. Packaging
- iii. Advertisements

SI No.	Consumer Aids	Description
i.	Labels	<p>A label may be a piece of paper with information engraved or attached on to the packaging of a product. It gives the important information about a product.</p> <p>For example, manufacturing date, expiry date , brand name etc.</p>

SI No.	Consumer Aids	Description
ii.	Packaging	<p>Packaging refers to the container or wrapper in which a product is kept for marketing and sale. A good package helps in many ways:</p> <ul style="list-style-type: none"> • it protects the products from damage, breakage and spoilage • it helps in easy handling, transportation and storage of products • it prevents the products from pilferage and adulteration • it gives a good feeling to consumer
iii.	Advertisements	The purpose of an advertisement is to inform the consumers about the availability, use and special features of a particular brand of product.

6. What is standardization? List the standardization marks available in the Indian market and describe them.

Answer: A standardization mark is a mark given to a product which meets certain standards with respect to the quality of the product in terms of material used, method of manufacture, labelling, packing, sale and performance.

The standardization marks available in the Indian market are:

SINo.	Standardization Mark	Picture	Description
i.	ISI Mark		<ul style="list-style-type: none"> • This mark is given by the Bureau of Indian Standards (BIS) over specifications and method of testing products. • Products like detergents paper, paint, nonstick utensils, electrical goods, stoves, LPG cylinders, cement etc. are given ISI marks.

SINo.	Standardization Mark	Picture	Description
ii.	AGMARK		This mark is given to Agricultural, horticultural, forest and livestock products like wheat flour, pure ghee, honey, and spices.
iii.	FPO		<ul style="list-style-type: none"> • This mark requires all manufacturers of fruit and vegetable products to acquire a licence for their production and sale after meeting the FPO standards. • Products like jams, pickles, squashes, juices and ketchups are given FPO mark.
iv.	Wool Mark		<ul style="list-style-type: none"> • It promotes pure wool products. • It makes it necessary for manufacturers to mention the amount and identity of other fibres used along with pure wool on the label of wool and woolen garments.
v.	ECO Mark		<ul style="list-style-type: none"> • It has been launched recently by the BIS. • It is given to those products which not only meet ISI standards but are also recyclable and save energy; that is, they are environment friendly.

7. What do you understand by wise buying habits? Explain in detail in relation to the purchase of an electric iron.

Answer: A wise consumer:

Wise buying habit	Electric Iron Purchase
Doing Market survey	I will search internet for reviews on

	different Electric Iron brands.
Searching for shop/season where good quality product is available at discounted rates	During Depavali/Independence Day there is SALE on Amazon, Flipkart
Examining the product thoroughly for any standardization marks, damage etc	On delivery of Iron box, I will check for the ISI mark and test the product.
Knowing the consumer rights	If the delivered Iron Box is not of expected quality, will return to Amazon/Flipkart and post the review of the product on the internet such that other consumers are aware.

Previous Year Questions

1. How does the consumer movement help the consumer? 4

Answer: A consumer movement helps consumers to:

- Be aware of their rights and responsibilities and use them regularly.
- Take action and report cases of wrong practices to concerned authorities. It helps consumer to seek redressal and get the guilty punished.
- Share information regarding new products, consumer laws and schemes beneficial to them
- Represent the consumer interests to the Government.

2. List any *four* effective solutions for consumer problems. 4

Answer: The *four* effective solutions for consumer problems:

SI No.	Problem	Solution
1	Price Variation	Always conduct market surveys and tap all the sources of information (TV, magazines,

SI No.	Problem	Solution
		newspapers, salespersons, and if possible some body who is already using the product) before buying a product.
2	Adulteration and Poor Quality	Instead of loose items, preferably buy properly packed and labelled products.
3	Defective Weights and Measures	Do not accept irregular weights like bricks and stones. Be alert and vigilant about the weights and measures and the procedure used by the seller.
4	Deceptive Trade Practices	Do not get deceived by sales tricks and sales talks, like free gifts and high discounts.

3. Lack of quality and information are two problems often faced by consumers. Explain this statement with the help of examples. What are their four responsibilities in this context? [6]

Answer:

Consumer Problem	Example	Consumer Responsibility
Lack of Quality	<ul style="list-style-type: none"> • People getting electric shocks from poorly designed electric irons and immersion rods. • Fabrics shrink or the color fades after the very first wash. 	<ol style="list-style-type: none"> 1. Insist on buying good quality products with standardization marks, even if they are not of popular names. 2. Report cases of cheating and encourage other consumers also to do the same.
Lack of Information	<ul style="list-style-type: none"> • Sales people talking only about products they have stocked 	<ol style="list-style-type: none"> 3. Do not let yourself get carried away by sales talks, attractive labels, packaging, free gifts

Consumer Problem	Example	Consumer Responsibility
	<ul style="list-style-type: none"> • There are no standardized consumer booklets available 	<p>and advertisements and other such sales tricks or gimmicks.</p> <p>4. Follow the manufacturer's instruction for use, care and maintenance of a product carefully</p>

4. You are aware of the many problems that consumers face. As an alert consumer, what four precautions will you take while buying a television? 4

Answer: The four precautions that I will take while buying a television are:

- Do market survey for the best TV model as per my budget.
- Read all customer reviews concerned with the TV model I chose.
- Go to a nearby authentic TV showroom, and check personally whether all the features expected are working.
- Take help of company authorized service personnel for installation.
- Preserve all bills/receipts/ warranty and guarantee cards.

5. Draw a standard mark given to a bottle of mineral water:

Answer: The standard marks given to a bottle of mineral water are:



6. What four problems each are faced by consumers in context to prices and quality?

Answer: The four problems faced by consumers in context to prices and quality are:

SI No.	Context	Consumer Problem
1	Context to Price	<ol style="list-style-type: none"> 1. Price Variation 2. Hoarding and Black Marketing 3. Selling expired articles at lower prices. 4. Polishing and packing second hand articles for selling them at first hand prices.
2	Context to Quality	<ol style="list-style-type: none"> 1. Adulteration 2. Lack of Standardized Products 3. Use of brand names, labels and packaging similar to good quality popular products for low quality products. 4. Packing of small goods in large packets and packing poor quality goods in stylish wrappers that cannot be opened for examining the products inside.

