

Roll No.

57554

**BBA 6th Semester (2014-17)
Examination – May, 2026**

CONSUMER PROTECTION

Paper : BBAN-604

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt *five* questions in all, selecting *one* question from each unit. Question No. 1 is *compulsory*. All questions carry equal marks.

1. Write short notes on the following :

- (a) Consumer's Sovereignty
- (b) Doctrines of Caveat Emptor and Caveat Vendor
- (c) Basic Consumer Rights
- (d) Organizational Setup under Consumer Protection Act, 1986

- (e) Role of Voluntary Consumer Organizations
- (f) Ethical Marketing
- (g) Consumer Awareness

UNIT – I

2. Explain the concept and types of consumers. Discuss the need for consumer protection in today's business environment.
3. Discuss the doctrines of Caveat Emptor and Caveat Vendor. How do these principles influence consumer protection ?

UNIT – II

4. Explain the organizational setup for consumer protection in India under the Consumer Protection Act, 1986.
5. Discuss the procedure for filing a complaint and the types of relief available under the Consumer Protection Act, 1986.

UNIT – III

6. What are the provisions of the Competition Act relating to consumer protection ? Explain with examples.

7. Discuss the role of voluntary consumer organizations and business self-regulation in ensuring consumer welfare.

UNIT – IV

8. What are the recent developments in the consumer protection movement in India ?
 9. Explain the role of the Advertising Standards Council of India (ASCI) and ethical marketing as instruments of consumer protection.
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