

Consumer Rights

Syllabus

Consumer Awareness: How consumer is exploited (one or two simple case studies), Factors causing exploitation of consumers; Rise of consumer awareness; how a consumer should be in a market; role of government in consumer protection.

Facts that Matter

1. We participate in the market both as producers and consumers. As producers of goods and services we could be working in any of the three sectors. **Consumers** participate in the market when they purchase goods and services that they need. These are the final goods that people as consumers use.
2. Consumers are often exploited on the market place. Individual consumers often find themselves in a weak position. Whenever there is a complaint regarding goods or services that had been bought, the seller tries to shift the responsibility on to the buyer. The consumer movement is an effort to change this situation.
3. The consumer movement arose out of dissatisfaction of the consumers as many unfair practices were being indulged in by the sellers. There was no legal system available to consumers to protect them from exploitation in the marketplace. It took many years for organisations in India and around the world, to create awareness amongst people.
4. In India, the consumer movement originated as a social force with the necessity of protecting and promoting the interests of consumers against unethical and unfair trade practices. Rampant food shortages, hoarding, black marketing, adulteration of edible oil gave birth to the consumer movement in an organised form in 1960s. Till the 1970s, consumer organisations were largely engaged in writing articles and holding exhibitions. They formed consumer groups to look into the malpractices in ration shops. This movement succeeded in bringing pressure on business firms as well as government to correct business conduct which may be unfair and against the interests of consumers at large. Finally, a major step was taken by the Indian government in the form of enactment of COPRA in 1986.
5. **COPRA** is a short term for Consumer Protection Act. It was passed by the government of India in 1986 on 24th December for the protection of consumer's rights and since then this day is celebrated as Consumers' Day in India.

6. A consumer can enjoy several rights such as—(i) Safety is everyone's right, (ii) Right to be informed, (iii) Right to choose, (iv) Right to seek redressal and (v) Right to represent.
7. There are various organisations locally known as Consumer Forums or Consumer Protection Council. They guide consumers on how to file cases in the consumer courts. They also receive financial support from the government to create awareness.
8. **Under COPRA, a three-tier quasi-judicial machinery** at district, state and national levels have been setup for redressal of consumer disputes.
9. District level court deals with the cases involving claims up to ₹ 20 lakhs. The state level courts take cases between ₹ 20 lakhs to ₹ 1 crore. The national level court deals with the cases involving claims exceeding ₹ 1 crore. If the case is dismissed at district level court, the consumer can also appeal in state and then in national level court.
10. In 1985 the UN adopted the UN Guidelines for Consumer Protection. At the international level it has become the foundation for consumer movement. Today Consumer International has 240 organisations from over 100 countries.
11. When we as consumers become conscious of our rights while purchasing goods and services, we will be able to discriminate and make informed choices. This calls for acquiring the knowledge and skill to become a well-informed consumer. If customers want their rights they should also observe some duties.
 - After a purchase we must insist on cash memo.
 - While purchasing goods we must be careful about the quality of goods as well as the guarantee of products and services.
 - We should buy certified goods—ISI, AGMARK etc.
12. **ISI and AGMARK** are logos and certifications which help consumers get assured of quality while purchasing goods and services. The organisations that monitor and issue these certificates allow producers to use their logos provided they follow certain quality standards.
13. It is not compulsory for all producers to follow standards. However, the products that affect health and safety of consumers or the products of mass consumption such as LPG cylinders it is mandatory on the part of producers to get certified by these organisations.
14. **COPRA** is not free from drawbacks. The consumer redressal process is becoming cumbersome, expensive and time consuming.
15. In India, there are over 700 consumer groups of which, unfortunately, only about 20–25 are well-organised and functioning smoothly.

Words that Matter

1. **Consumers:** People who buy different articles to satisfy their needs.
2. **Producers:** People who manufacture or distribute different articles.
3. **Retailers:** Shopkeepers who sell articles to the customer.
4. **National Consumer Dispute Redressal:** Consumer Court at the national level.
5. **State Consumer Dispute Redressal Commission:** Consumer Court at the state level.
6. **Consumer International:** Consumer Court at the international level.

7. **District Consumer Court or District Forum:** Consumer Court at the district level.
8. **P.D.S.:** Public Distribution System initiated by the government to ensure the supply of essential goods at all corners of the country.
9. **F.P.S.:** Fair Price Shops which are set up by the government to sell the essential goods at nominal price.
10. **COPRA:** Consumer Protection Act 1986 which was enacted by the government of India in 1986 to correct business conduct.
11. **RTI:** Right to Information Act which was enacted by the government of India in October 2005 to ensure its citizens all the information about the functions of government departments.

NCERT TEXTBOOK QUESTIONS SOLVED

Q1. Why are rules and regulations required in the marketplace? Illustrate with a few examples.

Or

Why are rules and regulations required for the protection of consumers' interest in the marketplace? Explain with examples.

(CBSE 2010, AI CBSE 2013)

- Ans.** (i) There are several chances of exploitation of the consumers in the marketplace. The various ways through which consumers may be exploited are—sometimes traders indulge in unfair trade practices such as when shopkeepers weigh less than what they should or when traders add charges that were not mentioned before or when adulterated/defective goods are sold.
- (ii) Market do not work as a fair manner when producers are few and powerful whereas consumers purchase in small amounts and are scattered. This happens when large companies are producing these goods. These companies with huge wealth, power and reach can manipulate market in various ways. At times false information is passed on through the media to attract consumers.

In such circumstances, rules and regulations are required for the protection of the consumers in the marketplace.

Q2. What factors gave birth to the consumer movement in India? Trace its evolution.

(CBSE 2009, 2011)

- Ans.** (i) In India, the consumer movement originated as a social force with the necessity of protecting and promoting the interests of consumers against unethical and unfair trade practices.
- (ii) Rampant food shortages, hoarding, black marketing, adulteration of edible oil gave birth to the consumer movement in an organised form in 1960s.
- (iii) Till the 1970s, consumer organisations were largely engaged in writing articles and holding exhibitions. They formed consumer groups to look into the malpractices in ration shops and over-crowding in the road passenger transport.
- (iv) This movement succeeded in bringing pressure on business firms as well as government to correct business conduct.

- (v) Finally, a major step was taken by the Indian government in the form of enactment of COPRA in 1986. India has been observing 24 December as National Consumers' Day as it was on this day that COPRA was enacted in 1986.

Q3. Explain the need for consumer consciousness by giving two examples.

- Ans.** (i) The need for consumer awareness was felt when traders and manufacturers began to indulge in unfair practices such as they began to charge high prices, sell adulterated goods, weight less than what they should, etc.
- (ii) The need for consumer awareness was felt with high intensity when some corrupt traders began to play with the health to the people by indulging in adulteration of edible oils, milk, butter, ghee etc.

Q4. Mention a few factors which cause exploitation of consumers.

Ans. Factors causing exploitation of consumers

- (i) **Limited information:** Consumers are quite ignorant of their rights and duties.
- (ii) **Limited supply:** In case the supply of goods is less than demand, prices go high. The traders take advantage of this situation. They begin to hoard those items. This leads to the exploitation of the consumers.
- (iii) **Low literacy or awareness:** Consumers usually lack the knowledge to judge different kinds of things. Adulterated or low-quality goods have less production costs, and if the consumer is unaware or illiterate, it is easy to cheat him/her. Often, when the consumers do not check the retail price of a commodity on its packing, sellers add extra charges to the same. In places where there is no awareness of consumer rights and the COPRA, consumer exploitation is uncontrolled. Also, shopkeepers brush off their responsibility by claiming that the manufacturer is to blame. Consumers feel helpless in this situation.
- (iv) **Limited competition:** Markets do not work in a fair manner when producers are few and powerful whereas consumers purchase in small amounts and are scattered. This happens when large companies are producing these goods. These companies with huge wealth and power can manipulate the market in various ways. This also leads to the exploitation of the consumers.

Q5. What is the rationale behind the enactment of Consumer Protection Act 1986?

Ans. Consumer Protection Act is a legislative measure enacted in 1986 to extend protection to consumers.

- (i) Many unfair practices were being indulged in by the sellers and there was no legal system available to the consumers to protect them.
- (ii) It was presumed that it was the responsibility of the consumer to be careful while buying a commodity or service.
- (iii) Rampant food shortages, hoarding, black marketing, adulteration of food and edible oil were some of the unethical and unfair practises followed in the market place.

Therefore, to protect the interest of the consumers the consumer protection Act was made on 24th December, 1986.

Q6. Describe some of your duties as consumers if you visit a shopping complex in your locality.

Ans. If customers want their rights they should also observe the following duties:

- (i) After a purchase we must insist on cash memo.
- (ii) While purchasing goods we must be careful about the quality of goods as well the guarantee of products and services.
- (iii) We should buy certified goods—ISI, AGMARK etc.
- (iv) Consumers should form Consumer Awareness Organisations in their localities to help and aware others.
- (v) Consumers must know their rights and must exercise them too.

Q7. Suppose you buy a bottle of honey and a biscuit packet. Which logo or mark you will have to look for and why?

Ans. While buying a bottle of honey or a biscuit packet, the logo or mark one will have to look for is ISI or Agmark. These are logos and certifications which help consumers get assured of quality while purchasing goods and services. Only those producers are allowed to use these marks who follow certain quality standards set by the organisations issuing these certifications. Thus, if a bottle of honey or a biscuit packet has one of these logos on it, then it implies that the product is of good quality.

Q8. What legal measures were taken by the government to empower the consumers in India?

Ans. Legal measures taken by the government to empower consumers in India are plenty.

- (i) First and foremost is the COPRA that came into existence in 1986.
- (ii) Then, in October 2005, the Right to Information Act was passed, ensuring citizens all information about the functioning of government departments.
- (iii) Also, under COPRA, a consumer can appeal in state and national courts, if his case has been dismissed at the district level. Thus, consumers have the right to represent themselves in consumer courts now.

Q9. Mention some of the rights of consumers and write a few sentences on each.

- Ans.**
1. **Safety is everyone's right:** While using many goods and services, we as consumers, have the right to be protected against the marketing of commodities and delivery of services which are hazardous to life and property. Producers need to strictly follow the required rules and regulations. There are many goods and services that we purchase require special attention to safety. For example: pressure cookers have a safety valve which if defective can cause accident. LPG gas cylinder should be sealed and leak proof.
 2. **Right to be informed:** When we buy a commodity, we find details given on the packing. These details are about ingredients used, price, batch no., date of manufacture, expiry date and address of the manufacturer. We have right to be informed about these information, so that consumers can complain and ask for compensation or replacement in case a product proves to be defective. These days this right has been expanded to cover various services provided by the government. In October 2005, the Government of India enacted RTI (Right to Information) Act, which ensures its citizens all the information about the functions of government departments.
 3. **Right to choose:** Any consumer who receives a service in whatever capacity, regardless of age, gender and nature of service, has a right to choose whether to continue to receive the service.

4. **Right to seek redressal:** Consumers have this right against unfair trade practices and exploitation. If damage is done to the consumer, he or she has the right to get compensation depending on the degree of damage.
5. **Right to represent:** COPRA has enabled us to have the right to represent in the consumer courts.

There are various organisations locally known as Consumer Forums or Consumer Protection Council. They guide consumers on how to file cases in the consumer courts. They also receive financial support from the government to create awareness.

Q10. By what means can the consumers express their solidarity?

Ans. Consumers can express their solidarity by forming consumer groups that write articles or hold exhibitions against traders' exploitation. These groups guide individuals on how to approach a consumer court, and they even fight cases for consumers. Such groups receive financial aid from the government to create public awareness. Participation of one and all will further strengthen consumer solidarity.

Q11. Critically examine the progress of consumer movement in India.

Ans. The consumer movement in India has made some progress in terms of numbers of organised groups and their activities. There are today more than 700 consumer groups in the country of which, unfortunately only about 20-25 are well organised and recognised for their work. However, the consumer redressal process is becoming cumbersome, expensive and time consuming because many a time, consumers are required to engage lawyers. These cases require time for filing and attending the court proceedings etc. In most purchases cash memos are not issued hence evidence is not easy to gather. Moreover most purchases in the market are small retail sales. The existing laws are also not very clear on the issue of compensation to consumers injured by defective products. Filing cases, attending court proceedings, hiring lawyers, and other procedures make it cumbersome.

Q12. Match the following:

- | | |
|--|--|
| (i) Availing details of ingredients of a product | (a) Right to safety |
| (ii) Agmark | (b) Dealing with consumer cases |
| (iii) Accident due to faulty engine in a scooter | (c) Certification of edible oil and cereals |
| (iv) District Consumer Court | (d) Agency that develops standards for goods and services |
| (v) Consumers International | (e) Right to information |
| (vi) Bureau of Indian Standards | (f) Global level institution of consumer welfare organisations |

Ans. (i)—(e) (ii)—(c) (iii)—(a) (iv)—(b) (v)—(f) (vi)—(d).

Q13. Say True or False.

- (i) COPRA applies only to goods.
- (ii) India is one of the many countries in the world which has exclusive courts for consumer redressal.

- (iii) When a consumer feels that he has been exploited, he must file a case in the District Consumer Court.
- (iv) It is worthwhile to move to consumer courts only if the damages incurred are of high value.
- (v) Hallmark is the certification maintained for standardisation of jewellery.
- (vi) The consumer redressal process is very simple and quick.
- (vii) A consumer has the right to get compensation depending on the degree of the damage.

Ans. (i) False, (ii) True, (iii) True, (iv) True, (v) True, (vi) False, (vii) True.

Additional Projects/Activities

Q1. Your school organises a consumer awareness week. As the Secretary of the Consumer Awareness Forum, draft a poster covering all the consumer rights. You may use the clues and ideas given in the poster on page 84 and 85. This activity can be done with the help of your English teacher.

Ans. Do yourself.

Q2. Mrs. Krishna bought a colour television (CTV) against six months warranty. The CTV stopped working after three months. When she complained to the dealer/shop where it was purchased, they sent an engineer to set it right. The CTV continues to give trouble and Mrs Krishna no longer gets any reply to the complaint she made to the dealer/shop. She decides to write to the Consumer Forum in her area. Write a letter on her behalf. You may discuss with your partner/group members before you write it.

Ans. Do yourself.

Q3. Establish a consumer club in your school. Organise mock consumer awareness workshops like monitoring bookshops, canteen, and shops in your school area.

Ans. Do yourself.

Q4. Prepare posters with catchy slogans like:

- An alert consumer is a safe consumer — Buyers, beware
 - Consumers be cautious — Be aware of your rights
 - As consumers, assert your right — Arise, awake and stop not till
- _____ (Complete it)

Ans. You get justice.

Q5. Interview 4-5 persons in your neighbourhood and collect varied experiences regarding how they have been victims of such exploitation and their responses.

Ans. Do yourself.

Q6. Conduct a survey in your locality by supplying the following questionnaire to get an idea as to how alert they are as consumers.

For each question, tick one.	Always A	Sometimes B	Never C
1. When you buy some item, do you insist on a bill?	✓		
2. Do you keep the bill carefully?	✓		

3. If you realise that you have been tricked by the shopkeeper, have you bothered to complain to him?	✓	
4. Have you been able to convince him that you've been cheated?	✓	
5. Do you simply grumble to yourself reconciling that it is your fate that you are often being victimised so and it is nothing new?		✓
6. Do you look for ISI mark, expiry date etc.?	✓	
7. If the expiry date mentioned is just a month or so away, do you insist on a fresh packet?		✓
8. Do you weigh the new gas cylinder/old newspapers yourself before buying/selling?	✓	
9. Do you raise an objection if a vegetable seller uses stones in place of the exact weight?	✓	
10. Do excessively bright coloured vegetables arouse your suspicion?	✓	
11. Are you brand-conscious?	✓	
12. Do you associate high price with good quality (to reassure yourself that after all you have not paid a higher price just like that)?		✓
13. Do you unhesitatingly respond to catchy offers?		✓
14. Do you compare the price paid by you with those of others?	✓	
15. Do you strongly believe that your shopkeeper never cheats a regular customer like you?	✓	
16. Do you favour 'home delivery' of provision items without any doubt regarding weight etc.?	✓	
17. Do you insist on 'paying by meter' when you travel by auto?	✓	
Note:		
(i) You are extremely aware as a consumer if your answers for Qns. 5, 12, 13, 15 and 16 are (C) and for the rest (A).		
(ii) If your answers are (A) for Qns. 5, 12, 13, 15 and 16 and the rest (C), then you have to wake up as consumer.		
(iii) If your answer is (B) for all the questions—you are somewhat aware.		

MORE QUESTIONS SOLVED

I. MULTIPLE CHOICE QUESTIONS

Choose the correct option:

- When is 'World Consumer Rights Day' celebrated?

(a) 12 th March	(b) 15 th March
(c) 11 th March	(d) 18 th March
- What does 'ISO' stand for?

(a) International Organisation for Security
(b) Indian Organisation for Standardisation
(c) International Organisation for Standardisation
(d) None of the above

3. In the market place rules and regulations are needed for the production of:
 (a) Sellers (b) Suppliers
 (c) Consumers (d) Owners
 4. What is the Consumer Court at the National level called?
 (a) The National Consumer Disputes Redressal Commission
 (b) State Consumer Disputes Redressal Commission
 (c) The District Forum
 (d) None of the above
 5. When was the 'Consumer Protection' Act amended?
 (a) In 1990 and 1992 (b) In 1992 and 1995
 (c) In 1989 and 1991 (d) In 1991 and 1993
 6. When was the 'Right to Information Act' passed?
 (a) In October, 2005 (b) In October, 2006
 (c) In September, 2005 (d) In September, 2006
 7. How many District Consumer Courts are there in the country?
 (a) 505 (b) 500
 (c) 600 (d) 650
 8. COPRA is also known as
 (a) Consumer Safety Act (b) Consumer Protection Councils
 (c) Consumer Forums (d) Consumer Protection Act
 9. Which organisation provides redressal to consumer grievances?
 (a) Consumer Protection Councils (b) Consumer Protection Act
 (c) AGMARK (d) ISI
 10. Which one of the following is not given on the packing of commodities?
 (a) Price (b) Batch number
 (c) Expiry date (d) Name of the manufacturer
 11. COPRA was passed in the year
 (a) 1980 (b) 1986
 (c) 1988 (d) 1991
 12. AGMARK is the certification maintained for standardisation of
 (a) jewellery (b) clothes
 (c) consumer goods (d) furniture
- Ans.** 1—(b) 2—(c) 3—(c) 4—(a) 5—(d) 6—(a)
 7—(b) 8—(d) 9—(a) 10—(d) 11—(b) 12—(c)

II. VERY SHORT ANSWER TYPE QUESTIONS

Q1. Which logo would you like to see for purchasing electrical goods? (CBSE 2015)

Ans. I would like to see the logo ISI for purchasing electrical goods.

Q2. Who is a consumer?

Ans. A consumer is the person who buys anything from the market and uses it.

Q3. What do sellers usually do when there is a complaint regarding a good or service that had been bought?

Ans. They try their best to shift all the responsibility to the buyer.

Q4. Exploitation in the marketplace happens in various ways. Mention one point.

Ans. Sometimes traders indulge in unfair trade practices such as when shopkeepers weigh less than what they should or when traders add charges that were not mentioned before.

Q5. Give an example to show how large companies with huge wealth, power and reach can manipulate the market.

Ans. At times they pass on false information through the media or other sources to attract consumers.

Q6. What factor led to the consumer movement?

Ans. The consumer movement arose out of dissatisfaction of the consumers as many unfair practices were being indulged in by the sellers.

Q7. When did the consumer movement come into being in an organised form in India?

Ans. It came into being in an organised form in the 1960s.

Q8. What do producers need to follow?

Ans. They need to strictly follow the required safety rules and regulations.

Q9. What does the Right to Information Act ensure its citizens?

Ans. The Right to Information Act ensures its citizens all information about the functions of government departments.

Q10. What are the details given on the packing of a commodity?

Ans. These details are about ingredients used, price, batch number, date of manufacture, expiry date and the address of the manufacture.

Q11. Why are certain details given on the packing of a commodity?

Ans. It is because consumers have the right to be informed about the particulars of goods that they purchase.

Q12. What should consumers do if the product proves to be defective in any manner?

Ans. They should complain and claim for compensation or replacement.

Q13. Give an example where right to choose is denied?

Ans. Suppose you want to buy toothpaste, and the shop owner says that he can sell the toothpaste only if you buy a toothbrush. If you are not interested in buying the brush, your right to choice is denied.

Q14. The consumer movement in India has led to the formation of various organisations. Name them.

Ans. Consumer forums or consumer protection councils.

Q15. How do organisations like consumer forums help consumers?

Ans. They guide consumers on how to file cases in the consumers court on many occasions. They also represent individual consumers in the consumer courts.

Q16. What does the consumer do if his case is dismissed in a district level court?

Ans. He can appeal in state and then in national level courts.

Q17. What is the significance of 24 December in India?

Ans. It was on this day that the Indian Parliament enacted the Consumer Protection Act in 1980.

III. SHORT ANSWER TYPE QUESTIONS

Q1. Describe the conditions in which markets do not work in a fair manner.

(CBSE 2015)

Ans. Markets do not work in a fair manner when producers are few and powerful whereas consumers purchase in small amounts and are scattered. This happens especially when large companies are producing these goods. These companies with huge wealth, power and reach can manipulate the market in various ways. At times false information is passed on through the media and other sources to attract consumers.

Q2. What is the significance of RTI in relation to consumers? (HOTS)

Ans. (i) Right to information about the details of the goods and services that consumers purchase is essential in order to protect their interest or save them from exploitation in the marketplace.
(ii) Every product must carry certain details on the packing such as date of manufacture, expiry date, address of the manufacturer, etc.
(iii) If any product proves to be defective in any manner, consumers can complain and ask for compensation or replacement of it.

Q3. Mention the consumer's 'right to choose' with an example.

Ans. Any consumer who receives a service in whatever capacity, regardless of age, gender and nature of service has the 'right to choose' whether to continue to receive the service.

Example: Suppose you want to buy soap and the shop owner says that he can sell the soap only if you buy a shampoo. If you are not interested in buying the shampoo, your right to choice is denied.

The consumer has every right to purchase only those things that he wants to purchase.

Q4. What is the three-tier quasi-judicial machinery in India under COPRA?

(HOTS)

Ans. Under COPRA, a three-tier quasi-judicial machinery at district, state and national levels has been setup for redressal of consumer disputes.

- (i) The district level court deals with the cases involving claims up to ₹ 20 lakhs.
- (ii) The state level courts take cases between ₹ 20 lakhs to ₹ 1 crore.
- (iii) The national level court deals with the cases involving claims exceeding ₹ 1 crore.

If the case is dismissed at district level court, the consumer can also appeal in state and then in national level courts. Thus, the act has enabled us as consumers to have the right to represent in the consumer courts.

Q5. Why is the consumer redressal process becoming burdensome?

Ans. The consumer redressal process is becoming burdensome because

- (i) Many a time consumers are required to engage lawyers. These cases require time for filing and attending the court proceedings etc.
- (ii) In most purchases cash memos are not issued hence evidence is not easy to gather.
- (iii) Most purchases in the market are small retail sales. The existing laws are also not very clear on the issue of compensation to consumers injured by defective products.

- (iv) The enforcement of laws that protect workers, especially the unorganised sectors is weak. Similarly, rules and regulations for working markets are often not followed.

Q6. Write a short note on ISI and AGMARK.

Ans. These are logos and certifications which help consumers get assured of quality while purchasing goods and services. The organisations that monitor and issue these certificates allow producers to use their logos provided they follow certain quality standards. It is not compulsory for all producers to follow standards. However, the products that affect health and safety of consumers or the products of mass consumption such as LPG cylinders, food colours and additives, drinking water, it is mandatory on the part of the producers to get certified by these organisations.

Q7. How do 'Consumer Protection Councils' help consumers? Explain three ways.
(CBSE 2012)

Or

What is the main function of Consumer Protection Councils?

(AI CBSE 2012)

Ans. 'Consumer Protection Councils' help consumers in the following ways:

- (i) They guide consumers on how to file cases in the consumer court.
- (ii) On many occasions, they also represent individual consumer in the consumer courts.
- (iii) They also create awareness among the people.

Q8. Explain the circumstances under which markets do not work in a fair manner.
(CBSE 2012)

Ans. See NCERT Textbook Q4.

Q9. Describe the provision made under Consumer Protection Act, 1986, (COPRA) for redressal of consumer disputes.
[AI CBSE 2013(C)]

Ans. See Q3. (Short Answer Type Questions)

Q10. How do we participate in the market as producers and consumers? Explain with three examples.
(AI CBSE 2013)

Ans. We participate in the market both as producers and consumers.

- (i) As producers of goods and services we could be working in any of the sectors such as agriculture, industry, or services.
- (ii) Consumers participate in the market when they purchase goods and services that they need.
- (iii) For example, moneylenders usually adopt various tricks to bind the borrower. They could make the producer sell the produce to them at a low rate in return for a timely loan. They could force small farmers to sell their land to pay back the loan.

Q11. Explain three factors that gave rise to consumer movement in India.
(CBSE 2012(F))

Ans. See NCERT Textbook Q2.

Q12. How are the consumers exploited in the marketplace? Explain with three examples.
(CBSE 2012(F))

Ans. See Q1. (Long Answer Type Questions)

Q13. Explain the 'right to choose' and 'right to seek redressal' as a consumer's right. (HOTS)

Ans. See NCERT Textbook Q9.

Q14. Give examples of false information which was passed through the media to attract consumers. (HOTS)

Ans. Large companies with huge wealth, power and reach very often manipulate the market in various ways. At times false information is passed on through the media and other sources to attract consumers.

Example 1

A company for years sold powder milk for babies all over the world as the most scientific product claiming this to be better than mother's milk. It took years of struggle before the company was forced to accept that it had been making false claims.

Example 2

A long battle had to be fought with court cases to make cigarette manufacturing companies accept that their product could cause cancer.

IV. LONG ANSWER TYPE QUESTIONS

Q1. How do the large companies manipulate the market? Explain with examples. (CBSE 2015)

Ans. Large companies with huge wealth, power and reach can manipulate the market in various ways. At times they pass on false information through the media, and other sources to attract consumers. For example, a company for years sold powder milk for babies all over the world as the most scientific product claiming this to be better than mother's milk. After years of struggle the company finally accepted that it had been making false claims. Similarly, a long battle had to be fought with court cases to make cigarette—manufacturing companies accept that their product could cause cancer.

Q2. Discuss the common forms of consumer exploitation. (HOTS)

Or

Explain any four ways in which consumers are exploited in the market.

(AI CBSE 2012)

Ans. Exploitation in the market happens in various ways, as

- (a) **Underweight and under measurement:** The goods sold in the market are sometimes not measured or weighted correctly.
- (b) **Substandard quality:** Selling defective home appliances and expired medicines are its examples.
- (c) **High Prices:** Sometimes sellers charge higher than the MRP.
- (d) **Duplicity:** Fake and duplicate items are sold in the name of genuine goods.
- (e) **Adulteration and impurities:** Adulteration is done in the costly items as in oil, ghee, milk, spices etc. to earn higher profits. This affects consumer's health and their money goes waste.
- (f) **Lack of safety devices:** Electronic goods produced locally lack the required inbuilt safeguards, which may cause accidents.
- (g) **Artificial scarcity or shortage:** To earn more profits sellers create artificial scarcity by hoarding and selling the same at higher price.

- (h) **False or incomplete information:** Sellers sometimes mislead people by giving wrong information about the products, price, quality, safety, expiry date, maintenance costs etc.
- (i) **Unsatisfactory after-sale service:** Many suppliers do not provide satisfactory after-sale service in case of expensive electronic equipments, home appliances and cars etc.
- (j) **Rough behaviour:** Consumers are often harassed in matters like LPG and telephone connections and in getting licensed items.

Q3. What is consumer exploitation? What are the various ways in which a consumer can be exploited? (CBSE 2008, AI CBSE 2009)

Ans. Consumer exploitation is a situation in which a consumer is cheated or given false information by the producer.

Note: See Q1. (Long Answer Type Questions)

Q4. Explain briefly the three-tier quasi-judicial machinery set up under the Consumer Protection Act of 1986. (CBSE 2011, 2012)

Or

What are the institutions set up under COPRA for the redressal of grievances? Explain. (CBSE 2011)

Or

How can a consumer get justice when his rights are denied? (CBSE 2012)

Ans. See Q3. (Short Answer Type Questions)

Q5. How is the consumer redressal process becoming cumbersome? Give four reasons. (AI CBSE 2010, CBSE 2011, 2012)

Ans. See Q4. (Short Answer Type Questions)

Q6. Explain the rights of a consumer as enshrined in the Consumer Protection Act of 1986. (CBSE 2011)

Ans. See NCERT Textbook Q9.

V. VALUE BASED QUESTIONS

Q1. Which values are associated with consumer movement in India?

Ans. The consumer movement was the result of the extreme dissatisfaction of the consumers who were being befooled by the unfair practices of the sellers. It was felt necessary to stop their exploitation in the marketplace. It took many years to organize consumers, but once the task was done malpractices were brought to a halt. The values associated with this movement are:

- (i) The consumer movement became a success in India because it was highly well-organised. It symbolises team work.
- (ii) Awareness amongst people were created. It was made everyone's responsibility to be careful while buying a commodity or service.
- (iii) It was felt necessary to protect and promote the interests of consumers against unethical and unfair trade practices.

Q2. How does consumer awareness help our society?

Ans. The awareness of being a well-informed consumer arose out of consumer movement and active participation of people through their struggles over a long period. Before this movement, consumers were being exploited in a number of ways. Sometimes

they were becoming the victims of hoarding and black marketing while sometimes shopkeepers sold them adulterated food. But these practices ceased to exist after the consumer movement. The movement empowered the consumers by giving them certain rights such as right to be informed, right to choose, etc. Now the consumers have every right to purchase only their things that they want to purchase.

Consumer awareness helps in making our society highly sophisticated.

TEST YOUR SKILLS

1. What is consumer exploitation?
2. Consumers have the right to be protected against any danger arising from the products. Explain.
3. What do you think should be the role of government to protect consumers?
4. How does the exploitation in the market take place?