

Hots (Higher Order Thinking Skills)

Q. 1. Identify the factors which encourage the traders to adopt unfair practices. How is consumer exploited?

Or

What are the forms of consumer exploitation?

Ans. When a consumer in the market place is forced to buy a product or sold for higher price or not returned if defective or sold defective product, he is supposed to be exploited.

Consumer is exploited in the following ways:

(1) Deceptive Advertising: In some cases, the advertisers speak very highly of their product by giving exaggerated statements. Taking these advertisements to be true, the consumer is tempted to buy these goods. But on actual use, he finds that he has been deceived. For example:

(i) An advertisement of washing powder claims that a spoon-full of powder can wash a full bucket of clothes. On actual use, it was found that it could wash only one or two clothes; this advertisement was held deceptive.

(2) Unreasonable Prices: Sometimes sellers charge a price higher than the maximum retail price (MRP). Traders create artificial scarcity of essential goods by hoarding them. Later, these goods are sold at higher prices, thus leading to consumer's exploitation.

(3) Adulteration: Adulteration of goods are sometimes dangerous to life or hazardous to health. For example, mixing animal fat with ghee.

(4) Poor Quality Products: There are a large number of deaths and injuries on account of substandard and unsafe domestic products like pressure cookers, electrical gadgets, etc.

(5) Deceptive Packing: Sometimes manufacturers use almost similar brand name with minor changes in the spelling of a reputed brand, but the appearance of the wrapper is kept almost the same so as to give the impression that the product is of reputed brand.

(6) Under weighed Supplies: Some manufacturers sell certain products in packings where actual quantity is less than the quantity written on these packages. For example, each LPG cylinder must contain 14.2 kg of gas but sometimes under weighed cylinders are supplied to the consumers.

(7) Deficiency in Service: Due to this, consumers suffer a lot. For example,

(i) Undue delay by the courier services.

(ii) Wrong billing by the electricity and telephone department.

(iii) Undue delay in settling insurance accident claims.

(8) Negligence in Service: In newspapers, some cases of negligence in service are reported. For example,

(i) By an oversight, the wrong leg of a patient was amputated by a surgeon.

(ii) About 2 dozen persons were operated in a hospital and they lost their eye sight as a result of infection that spread in the operation theatre.

Q. 2. “Consumer movement can be effective only with the consumer’s active involvement.” Analyse the statement. [CBSE Delhi 2017]

Ans. The consumer movement is generally a result of dissatisfaction of consumers over unfair practices in a market place.

It is true that consumer movement can be effective only with the consumer active involvement.

Consumers are the kings in the market place, therefore they should exercise their consumer rights.

Whenever a consumer buys any product or services, must be careful before buying, so that he may not be fooled by the producers and shopkeepers.

Consumer should exercise his rights and duties diligently. He should insist on buying a standardised product looking at his own safety.

If consumer is conscious or aware, he should convey this message to others so that this consumer movement may be made more effective.

For example in the 1960, there were food shortages and black marketing and adulteration of food. This resulted in strong consumer movement.

Q. 3. How can a consumer exercise his right to choice?

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 or not.

For example, suppose you want to buy a shampoo and the shop owner says that he can sell the shampoo only if you buy a body wash. If you are not interested in buying the body wash your right to choice is denied.

So many times you are forced to buy things that you may not wish to as you are left with no choice.

But every consumer in a capitalist company has the right to exercise his right to choice.

Q. 4. How should consumer become a well-informed consumer?

Ans. (i) When we as consumers become conscious of our rights while purchasing various goods and services, we will be able to discriminate and make informed choices.

(ii) This calls for acquiring the knowledge skill to become a well-informed consumer.

(iii) We should become conscious of our rights.

(iv) The enactment of COPRA has led to the setting up of separate departments of consumer affairs in central and state government.

(v) There are posters in the cities or states, through which government spread information about legal process which people can use.

Q. 5. Who is an ideal consumer?

Ans. An ideal consumer is the one who has the following qualities/attributes:

Updates his knowledge of consumer's rights and duties.

Has an eco-friendly attitude.

Prevents corruption rather than being a party to it.

Buys only those goods and services which he needs, so that wasteful and demonstrative consumption is avoided.

Cares for health and hygiene in his selection and use of goods and services.

Prefers to use such products which can be recycled and which are bio-degradable.

Makes purchases only from authorized retailers/shopkeepers.

Conscious of standardisation marks like ISO, ISI, AGMARK, Hallmark, etc.

Procures and preserves cash memo and warranty card.