

SARDAR PATEL UNIVERSITY
Programme: B.Sc (Home Science)
Semester: III
Syllabus with effect from: June-2012

Focus:

The main focus of this course is the identification of consumer's role in the market and problems consumers face in the market.

Objectives:

This course will enable the students to:

- Understand the role of consumer in the market.
- Become aware of marketing conditions, rights and responsibilities of consumers.
- Recognize the problem while purchasing goods / services from market.
- Make them aware about various means of redressal.

Practical

Paper Code: UH03CFRM10	Total Credit: 2
Title Of Paper: Consumer Education	

	Description in detail	
1	Collection of articles on consumer education and discussion in the class room to Enlighten the students.	
2	Problems of consumer Buying practices (Family Survey) Problems related to weights and measures Detection of food adulterants in commonly used food products	
3	To make students aware about consumer rights and responsibilities.	
4	Collection and evaluation of Advertisement Labels Packaging materials	
5	Report writing and presentation on consumer protection agencies (Government. and Non Government)	
6	Procedure to file a consumer complaint	
7	Field Trip	
8	Standardization	

Basic Text & Reference Books

- Sarkar A.(1989)'Problems of consumer in modern India'Discovery pub.house,Delhi
- Agarawal Anju (1989) 'A practical handbook for consumer' Bombay, India book house
- Singh Gurbase (1990) "Law of Protection" Bharat law publisher Jaipur.
- Hevery Assate "Consumer behavior and marketing action" South western college pub.
- Leon G. Schiffman "Consumer Behavior" Prentice hall of India.
- Mohini Shethi "Consumerism a growing concept."
- Consumer reports CERC, Thakurbhai Desi, Smarak Bhavan, Ahmedabad.
- Consumer Confrontation CERC, Thakurbhai Desi, Smarak Bhavan, Ahmedabad.
- "The Consumer Protection Act." Bhuvenswer capital Law Bhuvenswer1987.

