



(Master of Science –Home Science) (General Home Science)
(M.Sc.-H.Sc.) (General Home Science) Semester (I)

Course Code	PH01EGEN51	Title of the Course	Consumer Information and Redressal
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To identify what is being done for consumers on local, state and national levels by government.2. To make students aware about the decision making process when buying goods & services due to media advertising.
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Course Content		
Unit	Description	Weightage* (%)
1.	(a) Consumer movement : Origin & growth, Objectives, Consumer movements in developed countries & global experience – a brief overview and Future of consumer movement in India (b) Consumer information: Need & significance , Sources, Consumer services – Public & Private – Merits & limitations, Institutional support – Corporate accountability, Government policies & responsibilities and Do's & Don't towards better consumerism.	15
2.	(a) Problems faced by consumers- Goods and services (b) Consumer protection: Legal problems in buying, Consumer representation at various levels and Quality control & standardization – national & global.	15
3.	Consumer Redressal: Consumer Protection Act, 1986, 2019, Definitions of consumer, complaint, complaint service, unfair trade practices (as given in CPA), Procedure for filing a complaint appeal to district, state & national commissions.	25
4.	Alternative Redressal mechanism for consumer grievances: Verbal & written complaints, Third party assistance – Arbitrator, ombudsman, Institutional assistance, Lok adalats, Public interest litigation and Government & other agencies (VOC- Voluntary Consumer Organisation).	10
5.	Consumer guides : Consumer Rights and Responsibilities,	25





	Advertisement- importance, media for advertisement (indoor/ outdoor) ,usefulness of advertisement, Labels – meaning type significance of labels and benefits , Grading and standardization - meaning of grading and standardization, basis of grading ,Type of standards, benefits of standards and roles of Brands, trademarks, quality mark (BIS,AGMARK,FPO), Packaging-meaning , need & types.	
6	Consumer buying behaviour: Consumer behaviour models and Factors influencing buying behaviour.	05
7.	Project & research in consumer affairs – Visit to consumer redressal forums.	05

Teaching- Learning Methodology	Power point Presentation, Classroom lectures, Project.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand their rights and responsibilities as a good consumer and steps in filing a complaint in unfair trade practices.





Suggested References:

Sr. No.	References
1.	Rifat, J. (2007). <i>Consumerism & Legal Protection of Consumers</i> . Deep & Deep Publications Pvt.Ltd.
2.	Chahar , S.S. (2007). <i>Consumer Protection Movement in India: Problems & Prospects</i> , Kanishka Publishers.
3.	Mathur, V.(2008). <i>Consumer behaviour challenges</i> . Cyber Tech. Pub.
4.	Sundaram, S. I. (1985). <i>Consumer protection in India</i> . B.R. Pub. Corporation.
5.	Shah, P.(1991). <i>A guide to sources of consumer information</i> . Pub. & Printed C E R C.

On-line resources to be used if available as reference material

On-line Resources

<http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24>

