

2nd SEM. 2013/2014



UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN:
CONSUMER SCIENCE YEAR 3
CONSUMER SCIENCE EDUCATION 3;
AND TEXTILES, APPAREL DESIGN
AND MANAGEMENT 3**

COURSE CODE : FRHD 302

TITLE OF PAPER : CONSUMER EDUCATION

TIME ALLOWED : TWO (2) HOURS

**INSTRUCTIONS : ANSWER QUESTION ONE (1) AND
ANY OTHER TWO (2) QUESTIONS**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN
GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

- (a) Discuss the effects of inflation. Support your discussion with examples.
(15 Marks)
- (b) The Consumer Price Index (CPI) is very often used as a measure of inflation. Outline and explain the shortcomings of the CPI in its intended use.
(15 Marks)
- (c) Identify and explain the various methods of governmental price control.
(10 Marks)

[TOTAL MARKS = 40]

QUESTION 2

Describe the flow of consumer goods from production to the ultimate consumer, and explain how the price paid by the consumer is determined.

[TOTAL MARKS = 30]

QUESTION 3

Discuss any five types of pricing policies used by suppliers and explain how a consumer can use them to his/her advantage.

[TOTAL MARKS = 30]

QUESTION 4

Discuss the following concepts as used in Consumer Education, distinguish between them, supporting your answer with examples.

- a) Cost push inflation and demand pull inflation (8 Marks)
- b) Social concern and critical awareness as a consumers' responsibility (4 Marks)
- c) Impulse consumers and emotional reactors (4 Marks)
- d) Pure competition and monopolistic competition in market situations (6 Marks)
- e) Conspicuous consumption and emulation (4 Marks)
- f) Custom and habit (4 Marks)

[TOTAL MARKS = 30]