

2nd SEM. 2013/2014



UNIVERSITY OF SWAZILAND

SUPPLEMENTARY EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN:
CONSUMER SCIENCE YEAR 3
CONSUMER SCIENCE EDUCATION 3;
AND TADM 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)

Compare and contrast the following terms as used in Consumer Education and provide examples for each.

- i) Loss-leader pricing and variable pricing
- ii) Impulse consumers and emotional reactors.
- iii) Pure competition and monopolistic competition in market situations
- iv) Demand pull inflation and cost push inflation.
- v) Custom-made wants and ceremonial wants

(5 x 8 = 40 Marks)

[TOTAL MARKS = 40]

QUESTION 2

It is often said that the CPI (Consumer Price Index) is inadequate in its intended use.

- a) What are the uses of the CPI? Name and explain any five.

(5 x 3 = 15 Marks)

- b) What are the inadequacies of the CPI? List and explain any five.

(5 x 3 = 15 Marks)

[TOTAL MARKS = 30]

QUESTION 3

Outline and explain the internationally recognized rights and responsibilities of consumers.

[TOTAL MARKS = 30]

QUESTION 4

Identify and discuss any five factors that affect consumption patterns. Give an example for each factor.

(5 x 6 = 30 Marks)

[TOTAL MARKS = 30]