

**2<sup>nd</sup> SEM. 2014/15**



**UNIVERSITY OF SWAZILAND**  
**FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN:  
CONSUMER SCIENCE,  
CONSUMER SCIENCE EDUCATION,  
AND TADM YEAR III**

**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 any **five (5)** factors that affect consumption patterns  
(20 Marks)

(b) Distinguish between the following concepts as used in Consumer Education

- i. Variable pricing and multiple pricing
- ii. Monopolistic competition and pure competition in market situations
- iii. "Action" and "social concern" as consumer responsibilities
- iv. Diminishing utility and marginal utility

(20 Marks)

[TOTAL MARKS = 40]

**QUESTION 2**

(a) Explain how the Consumer Price Index (CPI) is developed.  
(20 Marks)

(b) What are the uses of the CPI?  
(10 Marks)

[TOTAL MARKS = 30]

**QUESTION 3**

Identify the durable good or consumer service you conducted your market survey on.

(a) What were the key findings of your survey?  
(10 Marks)

(b) What are the implications of the findings for consumer education in Swaziland?  
(10 Marks)

(c) Describe the role of the consumer in the economy.  
(10 Marks)

[TOTAL MARKS = 30]

**QUESTION 4**

Outline the internationally recognized consumer rights, and for each right, discuss the action expected from the government and business sectors.

[TOTAL MARKS = 30]