

2<sup>nd</sup> SEM. 2014/2015



**UNIVERSITY OF SWAZILAND**

**SUPPLEMENTARY 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)**

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

- (a) Loss-leader pricing and variable pricing
- (b) Impulse consumers and emotional reactors.
- (c) Pure competition and monopolistic competition in market situations
- (d) Demand pull inflation and cost push inflation.
- (e) Custom-made wants and ceremonial wants

**(5 x 8 = 40 Marks)**

**[TOTAL MARKS = 40]**

**QUESTION 2**

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

- (a) What are the uses of the CPI? Name and explain any **five (5)**.

**(5x 3 = 15 Marks)**

- (b) What are the inadequacies of the CPI? List and explain any **five (5)**.

**(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 (5)** factors that affect consumption patterns. Give an example for each factor.

**(5 x 6 = 30 Marks)**

**[TOTAL MARKS = 30]**