

1st SEM. 2015/16



UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER

PROGRAMME : **BACHELOR OF SCIENCE IN:**
CONSUMER SCIENCE;
CONSUMER SCIENCE EDUCATION;
FOOD SCIENCE, NUTRITION AND
TECHNOLOGY; AND TADM YEAR I

COURSE CODE : **COS101**

TITLE OF PAPER : **CONSUMER EDUCATION**

TIME ALLOWED : **TWO (2) HOURS**

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

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GRANTED BY THE CHIEF INVIGILATOR

QUESTION 1 (COMPULSORY)

- (a) Describe the flow of consumer goods from production to the ultimate consumer, and explain how the price paid by the consumer is determined. (15 Marks)
- (b) Identify and briefly explain any **six (6)** restrictions on consumers' freedom to choose. (12 Marks)
- (c) Explain the statement: "inflation can be self-perpetuating". (7 Marks)
- (d) Consumers can be categorized into **six (6)** types. List and define these categories. (6 Marks)

[TOTAL MARKS = 40]

QUESTION 2

You have been asked to give a talk on "What it means to be a responsible consumer". Outline and discuss **any six (6)** points you would cover in your talk.

(5 x 6 = 30 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) Discuss any **five (5)** types of pricing practices used by suppliers and explain how a consumer can use them to his/her advantage. (15 Marks)
- (b) You are due to give a talk to the Students Representative Council (SRC) on how the Consumer Price Index (CPI) can be used in scholarship negotiations. Explain what you would say with regards to:
 - (i) What the CPI is (8 Marks)
 - (ii) How it can be used in negotiations for allowance adjustments (7 Marks)

[TOTAL MARKS = 30]

QUESTION 4

Compare and contrast the following terms as used in Consumer Education, support your answers with examples:

- (a) Demand pull inflation and cost push inflation (10 Marks)
- (b) Diminishing utility and marginal utility (6 Marks)
- (c) Impulse consumers and emotional reactors (4 Marks)
- (d) Pure competition and monopolistic competition (10 Marks)

[TOTAL MARKS = 30]