

2<sup>nd</sup> SEM. 2015/2016



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) Differentiate the following terms used in Consumer Education and give examples in each case.

- (i) Convenience stores and Speciality stores
- (ii) Scarcity and Waste
- (iii) Variable pricing and Loss leader pricing
- (iv) Demand pull inflation and Cost push inflation
- (v) Habit-determined consumer and Impulse consumer

(5×6 = 30 Marks)

(b) Discuss the role of Consumer Education in the Economic world.

(10 Marks)

[TOTAL MARKS = 40]

**QUESTION 2**

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

[TOTAL MARKS = 30]

**QUESTION 3**

Identify and discuss any **five (5)** factors that affect consumption patterns of goods. Give an example in each factor.

(5×6 = 30 Marks)

[TOTAL MARKS = 30]

**QUESTION 4**

(a) Describe the flow of consumer goods from production to the ultimate consumer.

(10 Marks)

(b) Discuss **five (5)** insidious effects of inflation.

(10 Marks)

(c) Outline and explain the reasons for using credit when purchasing goods.

(10 Marks)

[TOTAL MARKS = 30]