

1<sup>st</sup> and 2<sup>nd</sup> SEM. 2016/17



**UNIVERSITY OF SWAZILAND**

**SUPPLEMENTARY EXAMINATION PAPER**

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

**COURSE CODE : CED101/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)**

Distinguish between the following concepts as used in Consumer Education

- (a) Variable pricing and multiple pricing
- (b) Impulse consumers and emotional reactors
- (c) "Action" and "social concern" as consumer responsibilities
- (d) Discount stores and convenience stores
- (e) Demand pull inflation and cost push inflation

[TOTAL MARKS = 40]

**QUESTION 2**

Identify and discuss any **five (5)** factors that affect consumption patterns of goods and services.

[TOTAL MARKS = 30]

**QUESTION 3**

- (a) Discuss the effects of inflation. Support your discussion with examples. (15 Marks)
- (b) The Consumer Price Index (CPI) is very often used as a measure of inflation. Outline and explain the shortcomings of the CPI as a measure of inflation.

(15 Marks)

[TOTAL MARKS = 30]

**QUESTION 4**

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

[TOTAL MARKS = 30]