



1ST SEM. 2005/2006

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : DIPLOMA HOME ECONOMICS AND
HOME ECONOMICS EDUCATION
YEAR III**

COURSE CODE : FRHD 301

TITLE OF PAPER : CONSUMER EDUCATION

TIME ALLOWED : TWO (2) HOURS

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

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN
GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1

- 1.1 Write short answer
- 1.1.1 Why is consumer education necessary? 3
- 1.1.2 What are the objectives of consumer education? 4
- 1.1.3 What are the different aspects of consumer education? 7
- 1.1.4 What is some of the problems experienced by consumers? 10
- 1.1.5 What are the factors that influence consumer buying? 9
- 1.2 What is meant by "the dual role of consumers"? 5
- 1.3 What are the four principles of consumption? 2

[Total marks=40]**QUESTION 2**

- 2.1 To what extent do you accept the concepts of wealth, nealth, and illth? What do you think these concepts add to your understanding of the economy? 15
- 2.2 Do you agree that "not many consumers are able or willing to disregard group customs"? Give reason why this might be true. 15

[Total marks=30]**QUESTION 3**

- 3.1 What are the pros and cons of using credit cards? 10
- 3.2 If there are so many advantages to be gained from budgeting, why doesn't everyone operate on a budget? 10
- 3.2 Explain the factors favouring fashion made wants. 10

[Total marks=30]**QUESTION 4**

Write short notes

- 4.1 Consumer Behaviour 6
- 4.2 Inflation 6
- 4.3 Bonds 6
- 4.4 Credit cards 6
- 4.5 Rights and related responsibilities 6

[Total marks=30]