



**1<sup>ST</sup> SEM. 2006/2007**

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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**

- a) Outline and explain the internationally recognized rights and responsibilities of consumers. 16
- b) What are the implications of the four principles of consumption? 8
- c) Explain consumerism. 2
- d) What is consumer democracy? 2
- e) Why do different stores have different prices for identical product? 6
- f) What is involved in the flow of goods from producer to consumer? 6

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

- a) Do you think the power of custom is as strong now as it was in the past? What forces are at work to bring about changes? 15
- b) What is conspicuous consumption? What is its purpose? Is emulation good or bad? 15

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

- a) What is fashion? From the consumer point of view, what functions do fashion serve? Do you like to go along with changing fashions or would you prefer stability in fashions? 15
- b) Analyze how consumers use the behavioural processes to help them complete the activities involved in buying and using a product 15

**[Total marks=30]**

**QUESTION 4**

Write short notes to explain the following:

- a) Various types of credit account
- b) Credit card
- c) Cost of consumer credit
- d) Advantages of maintaining a budget
- e) Bonds

6\*5=30

**[Total marks=30]**