

1st SEM. 2017/18



UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME : BACHELOR OF SCIENCE IN:
CONSUMER SCIENCE;
CONSUMER SCIENCE EDUCATION;
FOOD SCIENCE, NUTRITION AND
TECHNOLOGY; AND TADM LEVEL I
& YEAR 3

COURSE CODE : CED101/FRHD302

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)

Describe how each of the following factors affect the consumption of goods in the market.

- (a) Consumer's freedom of choice (10 Marks)
- (b) Custom made wants (10 Marks)
- (c) Ceremonial wants (10 Marks)
- (d) Seller made wants (10 Marks)

[TOTAL MARKS 40]

QUESTION 2

Discuss any **six (6)** of the internationally recognized consumers' rights.

[TOTAL MARKS 30]

QUESTION 3

Compare and contrast about the following concepts used in Consumer Education.

- (a) Cost push inflation and Demand pull inflation. (6 Marks)
- (b) Diminishing utility and Marginal utility (6 Marks)
- (c) Free market economy and Command economy (6 Marks)
- (d) Habit determined consumer and a Cognitive consumer (4 Marks)
- (e) Pure competition market situation and a monopolistic competition. (8 Marks)

[TOTAL MARKS 30]

QUESTION 4

- (a) Describe the flow of goods from the producers to the consumers (10 Marks)
- (b) Discuss about leakages during the pricing process of goods (10 Marks)
- (c) Explain **five (5)** factors which influence the use of money in a household. (10 Marks)

[TOTAL MARKS 30]