1st SEM. 2017/18

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

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

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QUESTION 1 (COMPULSORY)

(a) Describe the flow of consumer goods from production to the ultimate consumer, and explain how the price paid by the consumer is determined.

(15 Marks)

(b) Identify and briefly explain any **six (6)** restrictions on consumers' freedom to choose.

(12 Marks)

(c) Explain the statement: "inflation can be self-perpetuating".

(7 Marks)

(d) Consumers can be categorized into **six (6)** types. List and define these categories.

(6 Marks)

[TOTAL MARKS = 40]

QUESTION 2

You have been asked to give a talk on "What it means to be a responsible consumer". Outline and discuss **any six (6)** points you would cover in your talk.

(5 x 6 = 30 Marks)

[TOTAL MARKS = 30]

QUESTION 3

(a) Discuss any **five (5)** types of pricing practices used by suppliers and explain how a consumer can use them to his/her advantage.

(15 Marks)

(b) You are due to give a talk to the Students Representative Council (SRC) on how the Consumer Price Index (CPI) can be used in scholarship negotiations. Explain what you would say with regards to:
(i)   What the CPI is **(8 Marks)**
(ii)   How it can be used in negotiations for allowance adjustments **(7 Marks)**

[TOTAL MARKS = 30]

QUESTION 4

.Compare and contrast the following terms as used in Consumer Education, support your answers with examples:
(a) Demand pull inflation and cost push inflation **(10 Marks)**
(b) Diminishing utility and marginal utility **(6 Marks)**
(c) Impulse consumers and emotional reactors **(4 Marks)**
(d) Pure competition and monopolistic competition **(10 Marks)**

[TOTAL MARKS = 30]