

1<sup>st</sup> SEM. 2018/19



**UNIVERSITY OF ESWATINI**  
**FINAL EXAMINATION PAPER**

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

**COURSE CODE** : **CED101**

**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**  
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**QUESTION 1 (COMPULSORY)**

Discuss the **eight (8)** internationally recognized consumer rights.

[TOTAL MARKS 40]

**QUESTION 2**

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

(a) Seller made wants (15 Marks)

(b) Consumers' freedom of choice (15 Marks)

[TOTAL MARKS 30]

**QUESTION 3**

(a) Identify and explain **five (5)** factors which cause change in the conditions of supply of goods in the market. (10 Marks)

(b) Describe **five (5)** uses of money by individuals in a family economy. (10 Marks)

(c) Discuss some of the insidious effects of inflation. (10 Marks)

[TOTAL MARKS 30]

**QUESTION 4**

Differentiate the following concepts as used in Consumer Education.

(a) Chain stores and Discount stores. (6 Marks)

(b) Fixed expenses and variable expenses for a retail store. (6 Marks)

(c) Loss leader pricing and variable pricing. (6 Marks)

(d) Mortgage loan and Installment loan. (6 Marks)

(e) Critical awareness and Environment awareness as consumers' responsibilities. (6 Marks)

[TOTAL MARKS 30]



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**SUPPLEMENTARY EXAMINATION PAPER**

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QUESTION 1 (COMPULSORY)

Describe any **five (5)** factors which affect the consumption of goods and services.

[TOTAL MARKS 40]

QUESTION 2

- (a) Parmalat is one of the renowned companies in Eswatini, trading in milk and milk products. Identify and describe **three (3)** consumer's rights they practice as they sell their products. Give examples to illustrate your answers. (12 Marks)
- (b) Discuss the inadequacies of the Consumer Price Index (CPI). (10 Marks)
- (c) Describe **four (4)** types of services rendered by commercial banks to consumers.

(8 Marks)

[TOTAL MARKS 30]

QUESTION 3

- (a) Discuss the **two (2)** main theories of inflation. (10 Marks)
- (b) Describe **five (5)** sources of income in a family economy. (10 Marks)
- (c) Discuss **five (5)** buying guides to use for a household to maximize satisfaction from the use of money. (10 Marks)

[TOTAL MARKS 30]

QUESTION 4

Differentiate between the following concepts as used in Consumer Education.

- (a) Pure competition and Monopoly market on the side of the buyer. (8 Marks)
- (b) Convenience stores and Supermarkets. (6 Marks)
- (c) Free market economy and command economy. (6 Marks)
- (d) Fixed items and Flexible items of a budget. (4 Marks)
- (e) Solidarity and Action as consumers' responsibilities. (6 Marks)

[TOTAL MARKS 30]