

1<sup>ST</sup> SEM. 2019/20

PAGE 1 OF 3



**UNIVERSITY OF ESWATINI**  
**RESIT EXAMINATION PAPER**

**PROGRAMME** : **BACHELOR OF SCIENCE IN  
CONSUMER SCIENCE, CONSUMER  
SCIENCE EDUCATION, FOOD  
SCIENCE, NUTRITION AND  
TECHNOLOGY AND TEXTILE,  
APPAREL DESIGN AND  
MANAGEMENT YEAR 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  
GRANTED BY THE CHIEF INVIGILATOR**

**QUESTION 1 (COMPULSORY)**

Describe the **eight (8)** internationally recognised consumer's rights.

**[TOTAL MARKS 40]**

**QUESTION 2**

Differentiate between the following concepts as used in consumer education.

- (a) Critical awareness and environment awareness as a consumer responsibility. (6 Marks)
- (b) Installment loan and mortgage loan. (6 Marks)
- (c) Free market economy and command economy (6 Marks)
- (d) Pure competition market and a monopolistic market on the buyer's side (6 Marks)
- (e) Convenience store and a discount store. (6 Marks)

**[TOTAL MARKS 30]**

**QUESTION 3**

Describe how the following factors affect consumer's demand of goods and services.

- (a) Consumer's freedom of choice. (10 Marks)
- (b) Ceremonial custom made wants. (10 Marks)
- (c) Seller made wants/ advertising. (10 Marks)

**[TOTAL MARKS 30]**



**QUESTION 4**

- (a) Describe **three (3)** types of consumers. (6 Marks)
- (b) Discuss the role of the consumer in the economy. (6 Marks)
- (c) Outline and explain **three (3)** reasons for consumers to use credit when purchasing goods. (6 Marks)
- (d) State **six (6)** factors which may create a need for family budgeting. (6 Marks)
- (e) Explain the **six (6)** insidious effects of inflation. (6 Marks)

**[TOTAL MARKS 30]**