

1ST SEM. 2020/2021



PAGE 1 OF 3

UNIVERSITY OF ESWATINI
FINAL EXAMINATION PAPER

PROGRAMME : BACHELOR OF SCIENCE IN CONSUMER
SCIENCE, CONSUMER SCIENCE EDUCATION
FOOD SCIENCE, NUTRITION &
TECHNOLOGY AND TEXTILE APPAREL
DESIGN AND MANAGEMENT LEVEL 1

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)

(a) Discuss the following consumer's rights.

- | | | |
|-------|--------------------------------------|-----------|
| (i) | Right to satisfaction of basic needs | (4 Marks) |
| (ii) | Right to information | (4 Marks) |
| (iii) | Right to choice | (4 Marks) |
| (iv) | Right to safety | (4 Marks) |
| (v) | Right to redress | (4 Marks) |

(b) Describe the following factors which influence consumer's demand of goods and services in the market.

- | | | |
|------|-------------------------------|------------|
| (i) | Custom made wants | (10 Marks) |
| (ii) | Seller made wants/advertising | (10 Marks) |

[TOTAL MARKS= 40]

QUESTION 2

(a) Differentiate between the following marketing situations which prevail on the side of the buyer.

- | | | |
|------|---|-----------|
| (i) | Oligopoly and Duopoly | (8 Marks) |
| (ii) | Pure competition and Monopolistic competition | (8 Marks) |

(b) Explain the following pricing policies used in retail shops and give supporting examples.

- | | | |
|-------|--------------------|-----------|
| (i) | Variable pricing | (4 Marks) |
| (ii) | Unit pricing | (3 Marks) |
| (iii) | Competitors prices | (3 Marks) |
| (iv) | Seasonal prices | (4 Marks) |

[TOTAL MARKS= 30]

QUESTION 3

- (a) Describe the two main theories of inflation. (10 Marks)
- (b) State **five** (5) insidious effects of inflation (10 Marks)
- (c) Discuss the reasons for use of credit when purchasing goods. (10 Marks)

[TOTAL MARKS= 30]

QUESTION 4

- (a) Describe the role of the consumer in the economy. (5 Marks)
- (b) State **five** (5) factors which influence the priorities on use of money in a family budget. (5 Marks)
- (c) Explain the services which are rendered by the following institutions to consumers.
 - (i) Insurance enterprise (10 Marks)
 - (ii) Commercial bank (10 Marks)

[TOTAL MARKS= 30]