

**A-1398**

**Total Pages : 04**

**Roll No. ....**

## **BBA-603**

### **Consumer Protection**

#### **Bachelor of Business Administration (BBA)**

#### **Examination February-2026**

**Time : 2 Hours]**

**[Maximum Marks : 70**

**Note :** This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

#### **SECTION-A**

#### **Long-answer Type Questions**

**Note :** Section 'A' contains Five (05) long-answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

**(2 × 19 = 38)**

**P.T.O.**

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**(1)**

1. Explain the concept of consumer protection. Discuss the need and importance of consumer protection in a modern economy.
2. Describe the **Consumer Protection Act** in India. Explain the rights of consumers and the responsibilities of sellers and manufacturers under the Act.
3. What are **unfair trade practices**? Discuss different types of unfair and restrictive trade practices with suitable examples.
4. Examine the role of **consumer organizations and non-governmental organizations (NGOs)** in safeguarding consumer interests in India.
5. Discuss the importance of **consumer education and awareness**. Analyze the role of government and media in promoting consumer awareness.

**SECTION-B**  
**Short-answer Type Questions**

**Note :** Section 'B' contains eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only.

**(4 × 8 = 32)**

1. Explain the concept of **consumer sovereignty**.
2. What is meant by **misleading advertisements**? How do they affect consumers?
3. Describe the **three-tier consumer dispute redressal machinery** in India.
4. What are **consumer rights**? Briefly explain any four.
5. Distinguish between **goods and services** under consumer protection law.

P.T.O.

6. What is **product liability**? State its significance for consumers.
7. Explain the role of **standardization marks** such as ISI, AGMARK, or Hallmark in consumer protection.
8. What are the **duties and responsibilities of consumers**?

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