

2nd SEM. 2010/2011



UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN:
CONSUMER SCIENCE YEAR 3
CONSUMER SCIENCE EDUCATION
YEAR 3; AND TADM YEAR 3**

COURSE CODE : FRHD 302

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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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

Compare and contrast the following terms as used in Consumer Education, support your answers with examples:

- a) Demand pull inflation and cost push inflation
- b) Clearance pricing and seasonal pricing
- c) Impulse consumers and emotional reactors
- d) Pure competition and monopolistic competition in market situations
- e) Nealth and illth consumer goods

(8 marks x 5)

[40]

QUESTION 2

- a) Define the Consumer Price Index (CPI) and outline the steps in its development and calculation. (20)
- b) Discuss the inadequacies of the CPI for its intended use.

(10)

[30]

QUESTION 3

Outline and explain the internationally recognized rights and responsibilities of consumers.

[30]

QUESTION 4

- a) Describe the flow of consumer goods from production to the ultimate consumer and explain how the price paid by the consumer is determined. [12]
- b) Identify and briefly explain any six restrictions on consumers' freedom to choose. [18]

[30]