

CBSE CLASS X
Social Science (087)

QUESTION PAPER
AI-generated question paper

Code: KCUAP8 **Questions: 19** **Maximum Marks: 45** **Generated: 2026-06-26 09:51**

SELECTIONS USED

Subject	Social Science
Lessons	5 Consumer Rights
Level of understanding	Initial understanding
Question selection	Curated chapter coverage (~3 questions per section)
Model	claude-sonnet-4-6

Composition — Difficulty: 7 straightforward · 12 medium | Types: 14 Short · 3 Very short · 2 MCQ

Q1. straightforward initial-understanding § Notes for the Teacher **[3]**

The consumer movement in India did not arise overnight. Explain the social and economic conditions that led to its emergence as an organised force, and why individual consumer complaints alone were not enough to bring about this change.

◆ **Consumer Rights**

Q2. medium initial-understanding § Chapter Opening **[3]**

Why do individual consumers often find themselves in a weak position when dealing with large companies in the marketplace?

◆ **Consumer Rights**

Q3. medium initial-understanding § The Consumer in the Marketplace **[3]**

Why are individual consumers often in a weak position when dealing with large companies in the marketplace?

◆ **Consumer Rights**

Q4. straightforward initial-understanding § The Consumer in the Marketplace **[1]**

Which of the following is an example of an unfair trade practice by a seller?

- (A) Providing a cash discount to customers who pay immediately
- (B) Selling goods at a price higher than the Maximum Retail Price printed on the packet
- (C) Displaying the ingredients and expiry date on packaged food
- (D) Offering a free exchange policy within seven days of purchase

- A Charging the Maximum Retail Price printed on the packet
- B Selling adulterated or defective goods to customers
- C Offering a discount on bulk purchases
- D Advertising a product on television

◆ **Consumer Rights**

Q5. straightforward initial-understanding § Consumer Movement [1]

What were the main conditions in India during the 1960s that made consumers feel the need to organise themselves into a movement?

◆ Consumer Rights

Q6. medium initial-understanding § Consumer Movement [3]

The early consumer movement in India placed the burden of being careful entirely on the buyer. How did the consumer movement change this situation, and what was the most significant legislative outcome of these efforts?

◆ Consumer Rights

Q7. medium initial-understanding § Consumer Rights – Safety is Everyone's Right [3]

A consumer buys a pressure cooker whose safety valve turns out to be defective, causing a serious accident. Which consumer right has been violated, and who bears the primary responsibility for ensuring this right is upheld?

◆ Consumer Rights

Q8. straightforward initial-understanding § Information about Goods and Services [3]

Why does the law require manufacturers to display product-related information on packaging? How does this protect consumers in their everyday purchases?

◆ Consumer Rights

Q9. medium initial-understanding § Information about Goods and Services [3]

A shopkeeper sells a medicine to a customer at a price higher than what is printed on the packet, and the medicine has already crossed its expiry date. Identify the two consumer rights being violated and explain how each one is being denied in this situation.

◆ Consumer Rights

Q10. medium initial-understanding § When Choice is Denied [3]

A coaching institute refuses to refund the unused portion of fees to a student who wishes to leave the course midway. Which consumer right does this action violate, and why?

◆ Consumer Rights

Q11. straightforward initial-understanding § When Choice is Denied [1]

A shopkeeper agrees to sell you a toothpaste only if you also buy a toothbrush from him. Which consumer right does this practice violate, and how does it harm the consumer?

◆ Consumer Rights

Q12. medium initial-understanding § Where Should Consumers Go to Get Justice? [2]

A consumer files a complaint seeking compensation of Rs 8 crore for a defective product. At which level of the Consumer Disputes Redressal Commission should the case be filed, and why?

◆ Consumer Rights

Q13. medium initial-understanding § Where Should Consumers Go to Get Justice? [3]

Under COPRA, consumers are allowed to file complaints before a Consumer Disputes Redressal Commission without hiring a lawyer. How does this provision strengthen consumer rights, especially for ordinary or low-income consumers?

◆ Consumer Rights

Q14. straightforward initial-understanding § Learning to Become Well-Informed Consumers [1]

A consumer finds the ISI mark on an electric iron and the Agmark label on a packet of butter. What assurance do these logos provide, and how do they help a consumer make an informed purchasing decision?

◆ Consumer Rights

Q15. medium initial-understanding § Learning to Become Well-Informed Consumers [3]

Certification from quality standards organisations like ISI or Agmark is mandatory for certain product categories but voluntary for others. Identify any two such product categories where certification is compulsory, and explain the reasoning behind making it compulsory specifically for them.

◆ Consumer Rights

Q16. medium initial-understanding § Taking the Consumer Movement Forward [3]

How does the Consumer Protection Act safeguard buyers who make purchases through online platforms? What challenges might a consumer face in holding an online seller accountable?

◆ Consumer Rights

Q17. straightforward initial-understanding § Additional Projects / Activities [1]

A survey is conducted in a locality to assess how alert residents are as consumers. Which of the following behaviours would indicate that a person is a well-aware consumer?

- (A) Always responding unhesitatingly to catchy offers and trusting that high price means good quality
- (B) Never insisting on a bill and strongly believing the regular shopkeeper never cheats
- (C) Always looking for ISI marks and expiry dates, and insisting on paying by meter in an auto
- (D) Sometimes comparing prices but never raising objections about incorrect weights

- A Always responding unhesitatingly to catchy offers and trusting that high price means good quality
- B Never insisting on a bill and strongly believing the regular shopkeeper never cheats
- C Always looking for ISI marks and expiry dates, and insisting on paying by meter in an auto
- D Sometimes comparing prices but never raising objections about incorrect weights

◆ Consumer Rights

Q18. medium initial-understanding § Additional Projects / Activities [2]

A student purchased a defective product but the seller refuses to replace it or give a refund. She decides to approach the District Consumer Commission. What documents or evidence should she have preserved after the purchase to strengthen her complaint? Explain why each is important.

◆ Consumer Rights

Q19. medium initial-understanding § Additional Projects / Activities [3]

Many advertisements offer deals such as 'scratch and win gifts worth Rs 10 lakhs' or 'win a gold coin inside a pack,' while others offer '15 gm extra in every 500 gm pack' or 'buy shoes worth Rs 2000 and get a pair worth Rs 500 free.' As a conscious consumer, how would you distinguish between offers that genuinely benefit you and those that are primarily marketing gimmicks? Give reasons for your answer.

◆ Consumer Rights

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CBSE CLASS X
Social Science (087)

ANSWER KEY

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Code: KCUAP8

Questions: 19

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Q1. straightforward initial-understanding § Notes for the Teacher

[3]

The consumer movement in India did not arise overnight. Explain the social and economic conditions that led to its emergence as an organised force, and why individual consumer complaints alone were not enough to bring about this change.

◆ Consumer Rights

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Model Answer

The consumer movement in India emerged due to widespread exploitation in the marketplace and the absence of any legal protection for consumers. For a long time, an unhappy consumer could only avoid a particular shop or brand – this individual response had no collective impact on unfair trade practices.

Rampant food shortages, hoarding, black marketing, and adulteration of food and edible oil in the 1960s made organised action necessary. Individual complaints could not pressure businesses or government because sellers faced no accountability. Only when consumer groups collectively wrote articles, held exhibitions, and exposed malpractices in ration shops did real change begin, eventually leading to the enactment of **COPRA in 1986**.

Source: Consumer Rights, Chapter 5 – Consumer Movement section

Explanation

- The examiner expects **two angles**: (1) the social/economic conditions (shortages, adulteration, hoarding) and (2) why individual action was insufficient (no legal system, no collective pressure).
- Mention of the **1960s organised movement** and **COPRA 1986** shows timeline awareness – examiners reward this.
- Avoid listing only causes; the question specifically asks *why individual complaints weren't enough*, so address that directly.
- At 3 marks, keep to 2–3 tight points; one short paragraph per idea is ideal.

Q2. medium initial-understanding § Chapter Opening

[3]

Why do individual consumers often find themselves in a weak position when dealing with large companies in the marketplace?

◆ Consumer Rights

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Model Answer

Individual consumers often find themselves in a weak position in the marketplace due to the following reasons:

1. **Unequal power:** Large companies have huge wealth, power and reach and can manipulate the market in various ways.
2. **False information:** Companies pass on false information through media to attract consumers, making it hard for consumers to make informed choices.
3. **Seller's attitude:** When a complaint is made, sellers shift all responsibility onto the buyer, saying "If you didn't like it, go elsewhere."
4. **Scattered consumers:** Markets do not work fairly when producers are few and powerful, while consumers purchase in small amounts and are scattered.

Source: The Consumer in the Marketplace, Chapter 5

Explanation

The examiner expects you to explain the **power imbalance** between large companies and individual consumers. Key points to hit: companies' wealth/power/reach, false information through media, seller dodging responsibility, and scattered/small-scale consumers vs. powerful producers. Quoting or paraphrasing the textbook directly scores well. Four clear points fit a 3-mark answer neatly — avoid writing an essay.

Q3. medium initial-understanding § The Consumer in the Marketplace

[3]

Why are individual consumers often in a weak position when dealing with large companies in the marketplace?

◆ Consumer Rights

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Model Answer

Individual consumers are often in a weak position in the marketplace for the following reasons:

1. **Unequal power:** Large companies have huge wealth, power and reach, while consumers purchase in small amounts and are scattered.
2. **Manipulation:** Powerful companies can manipulate the market and pass false information through media to attract consumers.
3. **No accountability of sellers:** When a complaint is made, sellers shift all responsibility onto the buyer, refusing to accept liability after a sale.
4. **Unfair trade practices:** Traders indulge in practices like selling adulterated/defective goods or adding hidden charges.

Source: *The Consumer in the Marketplace*, Chapter 5

Explanation

The examiner expects you to identify the **power imbalance** between large companies and individual consumers as the central idea, then support it with 2–3 specific reasons from the textbook. Key phrases to use: "*huge wealth, power and reach*", "*scattered consumers*", "*false information*", and "*shift responsibility onto the buyer*". Avoid generic statements — link each point directly to how companies or sellers exploit this weakness.

Q4. straightforward initial-understanding § The Consumer in the Marketplace

[1]

Which of the following is an example of an unfair trade practice by a seller?

- (A) Providing a cash discount to customers who pay immediately
 (B) Selling goods at a price higher than the Maximum Retail Price printed on the packet
 (C) Displaying the ingredients and expiry date on packaged food
 (D) Offering a free exchange policy within seven days of purchase
- A Charging the Maximum Retail Price printed on the packet
 B Selling adulterated or defective goods to customers
 C Offering a discount on bulk purchases
 D Advertising a product on television

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Model Answer

(B) Selling adulterated or defective goods to customers

Explanation

Selling adulterated or defective goods violates the consumer's right to safety and right to be informed — both protected under COPRA. The other options (discounts, bulk offers, advertising) are legitimate trade practices. The source passage notes consumers can seek redressal when goods are defective or sold above MRP, but selling *adulterated* goods is the clearest example of an unfair trade practice among the given options.

Q5. straightforward initial-understanding § Consumer Movement

[1]

What were the main conditions in India during the 1960s that made consumers feel the need to organise themselves into a movement?

◆ Consumer Rights

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Model Answer

In the 1960s, rampant food shortages, hoarding, black marketing, and adulteration of food and edible oil compelled consumers in India to organise themselves into a movement.

Source: Consumer Movement, Chapter 5

Explanation

The examiner expects you to name the specific conditions mentioned in the textbook — food shortages, hoarding, black marketing, and adulteration. Avoid vague answers like "unfair practices." Since it is 1 mark, one crisp sentence listing these conditions is sufficient.

Q6. medium initial-understanding § Consumer Movement

[3]

The early consumer movement in India placed the burden of being careful entirely on the buyer. How did the consumer movement change this situation, and what was the most significant legislative outcome of these efforts?

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Model Answer

Earlier, the burden of being careful while buying goods or services rested entirely on the consumer. If dissatisfied, consumers simply avoided that shop or brand — there was no legal protection against exploitation.

The consumer movement, which arose from problems like food adulteration, hoarding, and black marketing in the 1960s, built awareness and pressured both businesses and the government to ensure quality. Responsibility for providing quality goods was shifted onto the sellers.

The most significant legislative outcome was the enactment of the **Consumer Protection Act, 1986 (COPRA)** by the Indian government, which gave consumers a legal framework for redressal.

Source: Consumer Movement, Chapter 5

Explanation

- The question has two parts: (1) how the movement changed the situation, and (2) the most significant legislative outcome. Address both.
- Key shift to mention: responsibility moved **from buyer to seller**.
- COPRA 1986 is the landmark outcome — always name it fully with the year.
- Keep causes brief (adulteration, hoarding, black marketing) — don't over-expand for a 3-mark answer.
- Examiners look for the contrast between the old situation and the new one, plus COPRA as the specific outcome.

Q7. medium initial-understanding § Consumer Rights – Safety is Everyone's Right

[3]

A consumer buys a pressure cooker whose safety valve turns out to be defective, causing a serious accident. Which consumer right has been violated, and who bears the primary responsibility for ensuring this right is upheld?

◆ Consumer Rights

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Model Answer

Right Violated: Right to Safety

The consumer's **Right to Safety** has been violated. This right protects consumers against goods and services that are hazardous to life and property.

Primary Responsibility:

The **manufacturer of the pressure cooker/safety valve** bears primary responsibility. Producers must strictly follow required safety rules and regulations and ensure high quality in their products. Additionally, the **government** has a responsibility to supervise and enforce these safety standards, as weak supervision allows defective products to reach the market.

Source: Consumer Rights, Chapter 5

Explanation

- Examiners expect you to **name the right clearly** (Right to Safety) – don't just describe it.
- Then **identify the responsible party** – the manufacturer/producer – and briefly state WHY (duty to follow safety norms).
- Mentioning the government's supervisory role adds a complete third point for the 3-mark split (1 mark: right violated; 1 mark: manufacturer's responsibility; 1 mark: government's role).
- Avoid writing in essay form; short, labelled points score better in board exams.

Q8. straightforward initial-understanding § Information about Goods and Services

[3]

Why does the law require manufacturers to display product-related information on packaging? How does this protect consumers in their everyday purchases?

◆ Consumer Rights

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Model Answer

The law requires manufacturers to display product information — such as ingredients, price (MRP), date of manufacture, expiry date, and manufacturer's address — because **consumers have the right to be informed** about the goods they purchase.

This protects consumers in the following ways:

- If a product is found defective within the expiry period, the consumer can demand a **replacement or compensation**.
- The printed **MRP** prevents overcharging; consumers can even bargain below MRP.
- If medicines are sold after expiry, **strict legal action** can be taken against the seller.
- Without such information, manufacturers could deny responsibility by blaming shopkeepers.

Source: *Consumer Rights*, Chapter 5 — *Information about Goods and Services*

Explanation

- The examiner expects you to state **why** the law mandates this (Right to Information) and then give **specific examples** of how it protects consumers (expiry date, MRP, compensation).
- Three marks = one clear reason + two or three protective uses. Avoid vague statements like "it is helpful" — always give a **concrete example** from the passage.
- Key terms to use: *Right to be informed*, *MRP*, *expiry date*, *compensation/replacement*.

Q9. medium initial-understanding § Information about Goods and Services

[3]

A shopkeeper sells a medicine to a customer at a price higher than what is printed on the packet, and the medicine has already crossed its expiry date. Identify the two consumer rights being violated and explain how each one is being denied in this situation.

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Model Answer

Two consumer rights violated:

1. **Right to be Informed** — The shopkeeper sold medicine that had crossed its expiry date. The expiry date is printed on the packet so consumers can make safe choices. Selling expired medicine denies the consumer the right to know about the safety and quality of what they are purchasing.
1. **Right against Exploitation / Right to be Protected (Fair Price)** — The shopkeeper charged a price higher than the MRP (Maximum Retail Price) printed on the packet. Consumers have the right to pay no more than the printed price; selling above MRP is an unfair trade practice and direct exploitation of the consumer.

Source: Chapter 5 — Information about Goods and Services

Explanation

- The examiner expects **two rights named clearly + one line of explanation each** — that fills 3 marks (1 + 1 + 1 or 1½ + 1½).
- Use the textbook terms: **Right to be Informed** and **Right to be protected from unfair trade practices** (or right related to MRP/exploitation).
- Tie each right back to the specific act in the question (expired medicine = safety information denied; above MRP = overcharging/exploitation).
- Avoid vague phrases like "consumer is cheated" — be precise about *which* right and *how* it is denied.

Q10. medium initial-understanding § When Choice is Denied

[3]

A coaching institute refuses to refund the unused portion of fees to a student who wishes to leave the course midway. Which consumer right does this action violate, and why?

◆ Consumer Rights

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Model Answer

The coaching institute's action violates the **Right to Choose**. According to this right, any consumer who receives a service has the right to choose whether to continue receiving that service or not.

In the case of Abirami (*Chapter 5*), a student who left her coaching course midway was denied a fee refund. The District Consumer Disputes Redressal Commission ruled in her favour, directing the institute to refund the unused portion of fees, clearly establishing that forcing a consumer to pay for a service she no longer wishes to avail **denies her right to choose**.

Source: Chapter 5 – When Choice is Denied

Explanation

- The key consumer right here is **Right to Choose** – not Right to Redressal (that's about compensation).
- Examiners expect you to **name the right correctly**, then **explain why** it is violated using the textbook example of Abirami.
- Mention the Commission's verdict briefly – it shows the legal backing and earns the third mark.
- Avoid confusing this with Right to be Informed or Right to Redressal.

Q11. straightforward initial-understanding § When Choice is Denied

[1]

A shopkeeper agrees to sell you a toothpaste only if you also buy a toothbrush from him. Which consumer right does this practice violate, and how does it harm the consumer?

◆ Consumer Rights

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Model Answer

This violates the **Right to Choice**. The consumer is forced to buy an unwanted product (toothbrush), denying them the freedom to choose what they wish to purchase.

Explanation

The Right to Choice guarantees consumers the freedom to access a variety of goods at competitive prices without being compelled to buy something they don't want. Tying the sale of one product to another (called a "tied sale") is an unfair trade practice under COPRA. Examiners expect you to name the right and briefly state the harm – both in one line for 1 mark.

Q12. medium initial-understanding § Where Should Consumers Go to Get Justice?

[2]

A consumer files a complaint seeking compensation of Rs 8 crore for a defective product. At which level of the Consumer Disputes Redressal Commission should the case be filed, and why?

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Model Answer

The case should be filed at the **State Consumer Disputes Redressal Commission**.

Under COPRA, the State Commission handles cases involving claims between Rs 1 crore and Rs 10 crore. Since the compensation claimed is Rs 8 crore, which falls within this range, the State Commission is the appropriate level.

Explanation

The key fact to remember is the three-tier jurisdiction under COPRA:

- **District Commission:** up to Rs 1 crore
- **State Commission:** Rs 1 crore – Rs 10 crore
- **National Commission:** above Rs 10 crore

Rs 8 crore clearly falls in the State Commission's range. Examiners expect you to name the correct level AND state the monetary jurisdiction as the reason — both parts are needed for full marks.

Source: Chapter 5, "Where Should Consumers Go to Get Justice?"

Q13. medium initial-understanding § Where Should Consumers Go to Get Justice?

[3]

Under COPRA, consumers are allowed to file complaints before a Consumer Disputes Redressal Commission without hiring a lawyer. How does this provision strengthen consumer rights, especially for ordinary or low-income consumers?

◆ Consumer Rights

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Model Answer

Under COPRA, a consumer can file a complaint in the Consumer Disputes Redressal Commission **on his/her own, with or without the services of a lawyer**. This provision strengthens consumer rights in the following ways:

- It **reduces the cost** of seeking justice, making it accessible to low-income consumers who cannot afford legal fees.
- It **simplifies the process**, so even ordinary consumers can represent themselves without legal expertise.
- It upholds the **right to representation**, ensuring justice is not limited to the wealthy.
- Complaints can also be filed **physically or through the internet**, and proceedings attended via video conferencing, adding further convenience.

Thus, COPRA ensures that the redressal system is accessible to all consumers, regardless of income or education.

Source: Chapter 5 – Consumer Rights, "Where Should Consumers Go to Get Justice?"

Explanation

Examiners look for three things here: (1) stating the COPRA provision clearly (no compulsory lawyer), (2) linking it to cost reduction and accessibility for ordinary/low-income consumers, and (3) connecting it to the right to representation. Mentioning online filing/video conferencing adds a contemporary point that scores well. Avoid vague statements — be specific about *who* benefits and *why*.

Q14. straightforward initial-understanding § Learning to Become Well-Informed Consumers

[1]

A consumer finds the ISI mark on an electric iron and the Agmark label on a packet of butter. What assurance do these logos provide, and how do they help a consumer make an informed purchasing decision?

◆ Consumer Rights

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Model Answer

ISI and Agmark logos certify that the products meet prescribed quality standards, assuring the consumer that the electric iron and butter are safe and of reliable quality, helping them make an informed purchase.

Explanation

The examiner expects you to mention: (1) both logos certify quality standards, and (2) how this helps the consumer. One line is sufficient for 1 mark. Avoid writing about which organisation issues them unless asked.

Q15. medium initial-understanding § Learning to Become Well-Informed Consumers

[3]

Certification from quality standards organisations like ISI or Agmark is mandatory for certain product categories but voluntary for others. Identify any two such product categories where certification is compulsory, and explain the reasoning behind making it compulsory specifically for them.

◆ Consumer Rights

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Model Answer

Two product categories where ISI/Agmark certification is compulsory:

1. **LPG cylinders** – These are highly flammable and pose serious safety risks. A substandard cylinder can cause explosions, endangering lives. Certification ensures they meet strict safety standards.
1. **Packaged drinking water / Food colours and additives** – These are products of mass consumption directly affecting public health. Contaminated or harmful additives can cause serious illness, so certification ensures they are safe for consumption.

Certification is made **mandatory** for such products because they directly affect the **health and safety** of consumers, and any defect or substandard quality could have severe, sometimes fatal, consequences.

Source: Chapter 5 – Learning to Become Well-Informed Consumers, ISI and Agmark section

Explanation

- The textbook explicitly states certification is mandatory for products that "**affect the health and safety of consumers or are of mass consumption**" – use these exact words if possible.
- Examples given in the book: LPG cylinders, food colours and additives, cement, packaged drinking water. Pick any two.
- The **reason** must link to health/safety – that's where the marks lie. Don't just name the categories; always explain *why* compulsion is justified.
- Avoid listing all four examples if the question asks for only two – stay focused to save time.

Q16. medium initial-understanding § Taking the Consumer Movement Forward

[3]

How does the Consumer Protection Act safeguard buyers who make purchases through online platforms? What challenges might a consumer face in holding an online seller accountable?

◆ Consumer Rights

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Model Answer

The Consumer Protection Act (COPRA), amended in **2019**, now includes **online purchases** under its scope. If a product is defective or a service is deficient, the seller, manufacturer, or service provider is held responsible and can be penalised or even imprisoned. Consumers can file complaints physically or through the internet and conduct cases via video conferencing.

Challenges in holding online sellers accountable:

- Gathering evidence is difficult as cash memos/receipts may not be issued.
- The redressal process can be cumbersome, expensive, and time-consuming.
- Engaging lawyers adds to the cost and complexity.

Source: Chapter 5, *Taking the Consumer Movement Forward*

Explanation

The examiner expects two parts: (1) how COPRA 2019 covers online buying and (2) specific challenges. Use keywords like "COPRA 2019 amendment," "defective product," "service deficiency," and mention evidence and cost issues. Avoid vague statements — stick to points directly from the textbook passage.

Q17. straightforward initial-understanding § Additional Projects / Activities

[1]

A survey is conducted in a locality to assess how alert residents are as consumers. Which of the following behaviours would indicate that a person is a well-aware consumer?

- (A) Always responding unhesitatingly to catchy offers and trusting that high price means good quality
 (B) Never insisting on a bill and strongly believing the regular shopkeeper never cheats
 (C) Always looking for ISI marks and expiry dates, and insisting on paying by meter in an auto
 (D) Sometimes comparing prices but never raising objections about incorrect weights

- A Always responding unhesitatingly to catchy offers and trusting that high price means good quality
 B Never insisting on a bill and strongly believing the regular shopkeeper never cheats
 C Always looking for ISI marks and expiry dates, and insisting on paying by meter in an auto
 D Sometimes comparing prices but never raising objections about incorrect weights

◆ Consumer Rights

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Model Answer

(C) Always looking for ISI marks and expiry dates, and insisting on paying by meter in an auto.

Explanation

The textbook survey (Chapter 5) states a consumer is **extremely aware** if they answer "Always" for checking ISI marks, expiry dates (Q.6), and insisting on paying by meter in an auto (Q.17). Options A and B reflect poor consumer behaviour (Q.13 and Q.15 should be "Never"), and D is incomplete awareness.

Q18. medium initial-understanding § Additional Projects / Activities

[2]

A student purchased a defective product but the seller refuses to replace it or give a refund. She decides to approach the District Consumer Commission. What documents or evidence should she have preserved after the purchase to strengthen her complaint? Explain why each is important.

◆ Consumer Rights

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Model Answer

She should preserve the following documents:

1. **Purchase bill/cash receipt** – Serves as proof of purchase, date, and seller's identity, which is required to be produced before the Commission.
2. **Warranty/guarantee card** – Proves the product's coverage period and the seller's obligation to replace or repair it.

Source: Consumer Rights, Chapter 5

Explanation

The textbook (Activity section) explicitly states that a consumer filing a case is "asked to produce the bill and warranty before the commission." Examiners expect students to name these two key documents and briefly justify each. Two documents with two reasons = 2 marks. Keep it crisp — one line of justification per document is enough.

Q19. medium initial-understanding § Additional Projects / Activities

[3]

Many advertisements offer deals such as 'scratch and win gifts worth Rs 10 lakhs' or 'win a gold coin inside a pack,' while others offer '15 gm extra in every 500 gm pack' or 'buy shoes worth Rs 2000 and get a pair worth Rs 500 free.' As a conscious consumer, how would you distinguish between offers that genuinely benefit you and those that are primarily marketing gimmicks? Give reasons for your answer.

◆ Consumer Rights

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Model Answer

As a conscious consumer, I would distinguish between the two types of offers as follows:

Genuine offers like '15 gm extra in every 500 gm pack' or 'buy shoes worth Rs 2000, get a pair worth Rs 500 free' provide real, tangible benefit — you receive more product or goods for the same price. These can be verified easily.

Marketing gimmicks like 'scratch and win' or 'gold coin inside a pack' are primarily meant to attract buyers. The chances of winning are extremely low, and the actual cost may be hidden in the product price. A well-informed consumer should use the **right to information** — check MRP, ingredients, and other details on the package — and look for quality certification marks like ISI or Agmark before purchasing, rather than being lured by such offers.

Source: Consumer Movement; Learning to Become Well-Informed Consumers; Information about Goods and Services — Chapter 5

Explanation

- The examiner expects you to **categorise** the offers (genuine vs. gimmick) with reasons — don't just list them.
- Link your answer to **consumer rights** (right to information, right to choice) and **quality marks** (ISI, Agmark) — these are key textbook concepts.
- Avoid writing an essay; keep it crisp with a clear distinction and 1–2 supporting reasons for each type.
- Mentioning MRP and checking product details shows application of the chapter on "Information about Goods and Services."

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