

CBSE CLASS X
Social Science (087)

ANSWER KEY

AI-generated question paper

Code: UKJDJH

Questions: 43

Maximum Marks: 133

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SELECTIONS USED

Subject	Social Science
Lessons	5 Consumer Rights
Level of understanding	Thorough understanding
Question selection	Curated chapter coverage (~5 questions per section + 8 synthesis)
Model	claude-sonnet-4-6

Composition — Difficulty: 3 straightforward · 24 medium · 16 deep | Types: 30 Short · 8 Long · 4 MCQ · 1 Very short

Q1. medium thorough-understanding § Notes for the Teacher

[3]

The consumer movement emerged because of dissatisfaction with how markets operated and how rules were enforced. Why is it not enough to simply have rules and regulations on paper to protect consumers — what additional conditions are necessary for those rules to actually work?

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Model Answer

Rules and regulations alone are not sufficient to protect consumers. The following additional conditions are necessary:

- Awareness among consumers** — People must know their rights and the legal remedies available to them; otherwise, laws remain unused.
- Effective enforcement** — Rules and regulations are often not followed; active enforcement by government agencies is essential.
- Active participation of consumer groups** — Organised consumer movements put pressure on businesses and governments to ensure laws are actually implemented.
- Easy access to redressal** — The complaint process must not be too cumbersome, expensive, or time-consuming for ordinary consumers.

Without these conditions, laws on paper do not translate into real protection in the marketplace.

Source: Chapter 5 — Taking the Consumer Movement Forward; The Consumer in the Marketplace

Explanation

The examiner wants you to go **beyond simply listing laws** and explain the *gap between rules existing and rules working*. Key points from the textbook are: weak enforcement, lack of consumer awareness, cumbersome redressal process, and the need for active consumer participation. For 3 marks, give 3–4 crisp points with brief explanation — no elaborate descriptions needed. Avoid vague answers like "consumers should be careful"; back each point with the textbook reasoning.

Q2. deep thorough-understanding § Notes for the Teacher

[3]

Consumer exploitation in the marketplace and exploitation of workers in the unorganised sector may seem like separate problems, but they share an important underlying cause. What is that common cause, and how does recognising it help us understand why both groups need legal protection?

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Model Answer

The **common underlying cause** is the **unequal power relationship** between the two parties involved. In the marketplace, large companies and traders are powerful while individual consumers are scattered and weak. Similarly, in the unorganised sector, employers hold power over workers who have little choice but to accept low wages and unsafe conditions.

Recognising this shared cause helps us understand that both groups — consumers and unorganised workers — cannot protect themselves through individual action alone. They are vulnerable to exploitation precisely because they lack bargaining power. This is why **rules, regulations, and legal protection** by the government become essential for both groups to ensure fairness and prevent exploitation.

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

Explanation

- The examiner expects you to **identify the common cause** (power imbalance) and then **link it to both groups** — don't just describe exploitation separately.
- The passage directly states that "markets do not work in a fair manner when producers are few and powerful whereas consumers purchase in small amounts and are scattered," and similarly that unorganised workers "have to work at a low wage and accept conditions that are not fair."
- For 3 marks: one point identifying the cause, one explaining how it applies to each group, one on why legal protection follows. Keep it tight — about 70–80 words is ideal.

Q3. deep thorough-understanding § Notes for the Teacher

[3]

Consumer awareness in India grew primarily out of people's own struggles over many decades rather than being granted by the government from the outset. What does this history suggest about where the primary responsibility for a fair marketplace really lies, and why should consumers see themselves as active participants rather than passive recipients of protection?

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Model Answer

The history of India's consumer movement shows that **consumer awareness was built through people's own struggles**, not granted by the government. Dissatisfaction with unfair trade practices — such as hoarding, adulteration, and black marketing — forced ordinary people and consumer organisations to fight for their rights over decades, eventually pressuring the government to enact COPRA in 1986.

This suggests that the **primary responsibility for a fair marketplace lies with consumers themselves**, not just the state. Since "consumer movements can be effective only with consumers' active involvement," consumers must see themselves as active participants — staying informed, demanding quality, filing complaints, and supporting consumer organisations — rather than passively waiting for legal protection to work on their behalf.

Source: *Consumer Movement; Taking the Consumer Movement Forward — Chapter 5*

Explanation

- The examiner wants you to **link the historical origin** of the movement to the **lesson about consumer responsibility**.
- Key point: Government laws (COPRA) came *because of* public pressure — this proves protection isn't automatically granted.
- Always quote or closely paraphrase the textbook line: "*consumer movements can be effective only with consumers' active involvement.*" It signals direct textbook knowledge.
- Avoid writing a long essay — two tight paragraphs covering (1) the historical lesson and (2) its implication for consumer role is the right structure for 3 marks.

Q4. straightforward thorough-understanding § Notes for the Teacher

[1]

The United Nations Guidelines for Consumer Protection (1985) are considered a landmark in global consumer advocacy. Why was an international framework significant for consumer movements within individual countries, including India?

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Model Answer

The UN Guidelines (1985) gave nations a tool to adopt consumer protection measures and empowered advocacy groups to pressure their governments, becoming the foundation for the international consumer movement.

Source: Consumer Movement, chapter 5

Explanation

The question asks *why* an international framework mattered — the key point is it gave both governments and consumer groups a legitimate basis to act. Quote or closely paraphrase the textbook line: "a tool for nations to adopt measures... and for consumer advocacy groups to press their governments to do so." Don't over-explain; one crisp sentence is enough for 1 mark.

Q5. medium thorough-understanding § Chapter Opening

[3]

Large companies with significant wealth and market reach are often able to manipulate consumers in ways that smaller sellers cannot. Explain how such manipulation can occur, and why individual consumers find it difficult to resist or challenge it.

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Model Answer

Large companies with huge wealth, power, and market reach can manipulate the market in various ways. They pass false information through media and other sources to attract consumers — for example, a company sold baby powder milk as superior to mother's milk through false claims for years. Similarly, cigarette companies denied their products caused cancer despite evidence.

Individual consumers find it difficult to resist because they purchase in small amounts and are scattered, while producers are few and powerful. Challenging such companies requires years of struggle and costly court cases.

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

Explanation

- The key phrase from the textbook is: "**companies with huge wealth, power and reach can manipulate the market in various ways**" — use it.
- Two specific examples (baby milk powder, cigarette companies) are given in the passage; including at least one strengthens the answer.
- The contrast — **few powerful producers vs. scattered consumers buying in small amounts** — is the core reason consumers are weak; examiners expect this point.
- Do not go into COPRA or consumer forums here; the question is only about manipulation and consumer weakness.

Q6. medium thorough-understanding § The Consumer in the Marketplace

[3]

A consumer buys a packaged food item that turns out to be adulterated, but hesitates to complain because she feels it is 'not worth the trouble.' What structural features of the marketplace make individual consumers feel powerless against sellers, even when they have been wronged?

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Model Answer

Several structural features make individual consumers feel powerless:

1. **Information imbalance:** Sellers know far more about their products than buyers. Without proper labelling or quality certification, consumers cannot easily detect adulteration at the time of purchase.
1. **Lack of organisation:** Individual consumers act alone against organised businesses. Most purchases are small retail sales where cash memos are not issued, making evidence hard to gather.
1. **Costly and time-consuming redressal:** The complaint process is cumbersome and expensive, often requiring lawyers and multiple visits, making it seem "not worth the trouble" for small purchases.
1. **Weak enforcement:** Rules and regulations for market conduct are often not followed, and consumer awareness spreads slowly.

Source: *Consumer Rights, Chapter 5 – Consumer Movement; Taking the Consumer Movement Forward*

Explanation

The examiner expects you to identify **specific structural reasons** (not just say "consumers are weak"). Draw from the text: information gap, lack of cash memos as evidence, expensive/slow redressal process, and weak law enforcement. Avoid vague phrases like "sellers are bad." Three clear, labelled points work well for 3 marks.

Q7. medium thorough-understanding § The Consumer in the Marketplace

[3]

A shopkeeper sells you 900 grams of rice claiming it is 1 kg, and a trader adds a hidden 'service charge' to your bill after the purchase. Both are examples of the same broader problem in the marketplace. What is that problem, and why does it occur?

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Model Answer

The broader problem is **exploitation of consumers in the marketplace through unfair trade practices**.

- The shopkeeper selling 900 g as 1 kg is an example of **false weighing (underweighing)**.
- Adding a hidden service charge is an example of **adding charges not mentioned before**.

Both are forms of unfair trade practices described in the textbook.

Why it occurs: Markets do not work fairly when producers/sellers are few and powerful while consumers are scattered and purchase in small amounts. Sellers try to shift all responsibility onto buyers, and rules/regulations are often not followed. Consumers are also not always aware of their rights, making them vulnerable to such exploitation.

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

Explanation

- The examiner expects you to **name the problem** (unfair trade practices / consumer exploitation) and **link both examples** to it — don't just describe the examples.
- The "why it occurs" part should mention **power imbalance** between sellers and consumers, **lack of awareness**, and **weak enforcement of rules** — all key textbook points.
- Avoid writing a long list; 3-mark answers need precise, direct points. Two tight paragraphs or 4–5 crisp lines are ideal.

Q8. deep thorough-understanding § The Consumer in the Marketplace

[5]

For years, a company promoted its baby powder milk as scientifically superior to mother's milk, and cigarette companies denied that their product caused cancer. What do both these examples reveal about how powerful producers can harm consumers, and why is it difficult for consumers to fight back on their own?

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Model Answer

Both examples — baby powder milk marketed as superior to mother's milk, and cigarette companies denying cancer links — reveal how **powerful producers exploit consumers** through false information and deliberate deception.

How producers harm consumers:

- Producers misuse their market power to spread misleading claims about their products.
- They withhold or distort information consumers need to make safe, informed choices.
- This violates consumers' **right to information** and **right to safety**.
- Vulnerable groups (like new mothers or smokers) are specifically targeted.

Why consumers cannot fight back alone:

- Individual consumers lack resources, knowledge, and legal expertise to challenge large corporations.
- There was **no legal system** available for a long time to protect them from such exploitation.
- Consumer movement itself arose from this helplessness — it took decades of organised effort to shift responsibility to sellers and enact laws like **COPRA (1986)**.

This shows why consumer protection laws and organised consumer groups are essential.

Source: *Consumer Rights, Chapter 5, Section: Consumer Movement*

Explanation

Examiners look for two clear parts: (1) what the examples reveal about producer exploitation — specifically misleading information and denial of rights, and (2) why individual consumers are powerless — lack of resources, absence of legal protection historically. Linking to COPRA and the consumer movement shows understanding of the chapter's core argument. Avoid writing a vague essay; use crisp points with correct terminology (right to information, right to safety, COPRA).

Q9. straightforward thorough-understanding § The Consumer in the Marketplace

[1]

Which of the following best explains why markets fail to function fairly when a few large companies produce goods bought by millions of scattered consumers?

- A. Consumers lack the time and awareness to compare products across different companies.
- B. Large companies can use their wealth and reach to manipulate markets, suppress information, and spread false claims.
- C. Scattered consumers tend to buy lower-quality goods because they cannot afford better options.
- D. Governments deliberately keep consumer protection laws weak to encourage industrial growth.

A Consumers do not have enough money to buy in large quantities.

B Large companies can use their wealth and reach to manipulate markets and spread false information.

C Small consumers prefer to buy from local shops rather than big companies.

D Government regulations prevent consumers from negotiating prices.

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Model Answer

Answer: B

Markets fail to function fairly because large companies, with huge wealth, power and reach, can manipulate markets, pass false information through media, and exploit scattered individual consumers who are in a weak position.

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

Explanation

The passage explicitly states: "*These companies with huge wealth, power and reach can manipulate the market in various ways. At times false information is passed on through the media.*" Option B directly reflects this. Options A, C, and D are either not supported by or contradict the passage. Examiners expect you to identify the answer that matches the textbook's exact reasoning.

Q10. medium thorough-understanding § The Consumer in the Marketplace

[3]

Before the consumer movement grew, what was the common assumption about responsibility when a buyer was unhappy with a product? How did the consumer movement challenge this assumption?

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Model Answer

Earlier Assumption: It was presumed that it was the **responsibility of consumers** to be careful while buying a commodity or service. If a consumer was unhappy with a product or shop, they simply avoided buying that brand or stopped visiting that shop. There was no legal system available to protect consumers from exploitation.

How the Consumer Movement Challenged This Assumption: The consumer movement, through organised groups, awareness campaigns, and advocacy, shifted the responsibility of ensuring quality of goods and services **onto the sellers**. It pressured businesses and the government to correct unfair trade practices, ultimately leading to the enactment of **COPRA (Consumer Protection Act, 1986)**, which gave consumers legal rights and redressal mechanisms.

Source: *Consumer Movement, Chapter 5*

Explanation

- The examiner expects two clear parts: the old assumption (buyer's responsibility/caveat emptor idea) and how the movement challenged it (shifted responsibility to sellers + legal protection).
- Quote or closely paraphrase the textbook: "*It was presumed that it was the responsibility of consumers to be careful*" and "*shifted the responsibility... on the sellers.*"
- Mentioning COPRA adds a concrete example that earns the third mark.
- Keep both parts balanced — don't write too much on one and skip the other.

Q11. deep thorough-understanding § The Consumer in the Marketplace

[5]

Both consumers in the marketplace and workers in the unorganised sector face exploitation in their daily lives. What common underlying reason makes rules and regulations necessary to protect both groups? Despite such rules existing, why does exploitation often continue in practice?

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Model Answer

Common Underlying Reason:

Both consumers and unorganised sector workers face exploitation because of an **imbalance of power**. Producers and employers are few, powerful, and well-organised, while consumers and workers are large in number but scattered and weak individually. Moneylenders bind borrowers through unfair conditions; large companies manipulate markets through false information; employers force workers to accept low wages and harmful conditions. In all cases, the weaker party cannot protect itself without external support — hence rules and regulations become necessary.

Why Exploitation Continues Despite Rules:

- Enforcement of laws protecting workers in unorganised sectors is **weak**.
- Rules and regulations for markets are **often not followed**.
- Consumer redressal is **cumbersome, expensive and time-consuming**.
- In most retail purchases, **cash memos are not issued**, making evidence difficult to gather.
- **Consumer awareness** is spreading but only slowly.

Active participation of consumers and civil society organisations is essential for rules to be truly effective.

Source: Chapter 5 — The Consumer in the Marketplace; Taking the Consumer Movement Forward

Explanation

The examiner expects you to link **both groups** (consumers + unorganised workers) to a **single common cause** — power imbalance — and then list **practical reasons** why exploitation persists despite laws. The passage explicitly states: "enforcement of laws that protect workers...is weak. Similarly, rules and regulations for working of markets are often not followed." Quoting or paraphrasing these lines directly scores well. For 5 marks, aim for one clear conceptual paragraph + 4–5 crisp points on why rules fail in practice.

Q12. medium thorough-understanding § Consumer Movement

[3]

The consumer movement in India did not emerge overnight – it grew out of specific social and economic conditions. Identify the conditions that gave organised shape to the consumer movement in India, and explain how the priorities of consumer organisations have evolved over time. What does this evolution suggest about the changing nature of consumer exploitation?

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Model Answer

The consumer movement in India was triggered by rampant food shortages, hoarding, black marketing, and adulteration of food and edible oil in the 1960s. No legal system existed to protect consumers, who were expected to be cautious on their own.

Initially (till the 1970s), consumer organisations focused on writing articles, holding exhibitions, and examining malpractices in ration shops and road transport. Over time, the movement grew in scale, eventually pressuring the government to enact **COPRA 1986**.

This evolution shows that consumer exploitation shifted from basic food adulteration to complex marketplace malpractices, requiring formal legal mechanisms rather than mere awareness campaigns.

Source: Consumer Movement, Chapter 5

Explanation

- Examiners expect: (1) conditions that gave birth to the movement, (2) evolution of priorities, (3) what this suggests – all three addressed concisely.
- Key terms to include: hoarding, black marketing, adulteration, COPRA 1986.
- Avoid listing too many points; integrate them into a flowing short answer. Three marks = ~3 distinct points, each briefly explained.

Q13. medium thorough-understanding § Consumer Movement

[3]

Before consumer organisations became active, the common response of an unhappy buyer was simply to avoid that shop or brand. Why was this individual response insufficient to protect consumers, and how did the consumer movement address this limitation?

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Model Answer

Individual boycott of a shop or brand was insufficient because it only affected one seller and did nothing to stop widespread unfair practices like hoarding, adulteration, and black marketing that harmed all consumers. There was no legal system to seek redress, and the burden was entirely on the individual consumer to "be careful."

The consumer movement addressed this by organising collectively as a social force — forming consumer groups, holding exhibitions, exposing malpractices in ration shops, and creating public awareness. This collective pressure compelled the government to enact the **Consumer Protection Act, 1986 (COPRA)**, shifting responsibility for quality from the buyer to the seller.

Source: *Consumer Movement, Chapter 5*

Explanation

- The examiner wants **two clear parts**: (1) why individual response failed, and (2) how the organised movement fixed it. Both must appear for full 3 marks.
- Key phrases to include: "no legal system," "collective/organised effort," "COPRA 1986," and "shifted responsibility to sellers."
- Avoid listing every detail from the chapter — pick the most exam-relevant points and keep it tight (~75 words).

Q14. deep thorough-understanding § Consumer Movement

[5]

Large companies can manipulate markets in ways that individual small consumers cannot easily counter. Using examples of the baby-powder-milk company and cigarette manufacturers, analyse how the power imbalance between producers and consumers operates, and what this reveals about why market forces alone are not enough to protect consumer interests.

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Model Answer

Power Imbalance Between Producers and Consumers

Markets do not work fairly when producers are few and powerful while consumers are scattered and purchase in small amounts. Large companies with huge wealth, power, and reach can manipulate markets in ways individual consumers cannot counter.

Example 1 – Baby Powder Milk Company: A company sold powdered milk for babies worldwide, falsely claiming through media that it was more scientific and better than mother's milk. It took years of struggle before the company was forced to admit it had been making false claims.

Example 2 – Cigarette Manufacturers: A long legal battle was needed to make cigarette companies publicly accept that their product causes cancer.

These examples show that market forces alone cannot protect consumers because powerful companies can spread misinformation, delay accountability, and exploit the information gap. Therefore, rules, regulations, and consumer protection laws are essential.

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

Explanation

- The question asks you to **analyse** — so don't just describe; link each example to the **power imbalance** idea.
- Key textbook phrase to use: "*companies with huge wealth, power and reach can manipulate the market.*"
- Both examples must show **false claims + long struggle** — that's what examiners look for.
- End with a clear concluding line on **why market forces alone fail** — this earns the analytical mark.
- Do not add extra examples or go beyond the passage; CBSE rewards textbook-grounded answers.

Q15. medium thorough-understanding § Consumer Rights – Safety is Everyone's Right

[3]

A pressure cooker is sold with a defective safety valve that causes an accident in a consumer's home. The manufacturer argues that the consumer should have checked the valve before use. Using the concept of the right to safety, explain why this defence is unacceptable and what the actual responsibility of the manufacturer is.

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Model Answer

The manufacturer's defence is unacceptable because **consumers have the right to be protected against goods that are hazardous to life and property**. It is the producer's responsibility – not the consumer's – to ensure that safety components like a pressure cooker's safety valve meet required quality standards before the product is sold.

A consumer cannot be expected to technically inspect internal safety parts. The manufacturer must strictly follow prescribed safety rules and regulations. If a defective valve causes an accident, the manufacturer is liable for negligence and must pay compensation. Public/government action also exists to enforce these quality standards.

Source: *Consumer Rights – Safety is Everyone's Right, Chapter 5*

Explanation

- Examiners expect explicit mention of **Right to Safety** as a consumer right.
- Key points: (1) duty lies with producer, not consumer; (2) producers must follow safety rules; (3) liability for defective products rests with manufacturer.
- The textbook directly uses the pressure cooker example – quoting or paraphrasing it scores well.
- Avoid long essays; 3 marks = ~3 clear points in 2–3 sentences each.

Q16. medium thorough-understanding § Information about Goods and Services

[3]

What is the purpose of printing an expiry date and the manufacturer's address on a medicine packet? How does this information protect a consumer's rights?

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Model Answer

The expiry date printed on a medicine packet tells consumers until when the medicine is safe and effective to use. The manufacturer's address helps consumers identify and contact the producer in case of a problem.

These details protect consumer rights in the following ways:

- **Right to Information:** Consumers know the product's safety period and origin before purchasing.
- **Right to Redressal:** If a defective medicine is sold within the expiry period, the consumer can demand replacement or compensation. The manufacturer cannot blame the shopkeeper and escape responsibility.
- **Legal Action:** If expired medicines are sold, severe legal action can be taken against the seller using the printed address as evidence.

Source: Chapter 5, *Information about Goods and Services*

Explanation

- The question has **two parts**: purpose (1 mark) + protection of rights (2 marks) — address both.
- Examiners expect you to name specific consumer rights (Right to Information, Right to Redressal) from COPRA.
- The key textbook point: without expiry date, the manufacturer can shift blame to the shopkeeper — include this logic.
- Keep examples medicine-specific as the question demands; do not generalise to other products.

Q17. medium thorough-understanding § Information about Goods and Services

[3]

A shopkeeper sells a cooking oil packet without a Maximum Retail Price (MRP) printed on it. Why is this a problem for consumers? How does the mandatory printing of MRP on packaged goods protect the interests of consumers in general?

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Model Answer

Without MRP printed on the packet, the consumer has no way of knowing the correct price of the product. The shopkeeper can charge any price arbitrarily, leading to exploitation of the consumer.

How MRP protects consumers:

- MRP is the maximum price a seller is legally allowed to charge; selling above MRP is an offence.
- Consumers can compare prices and even bargain with the seller to purchase at **less than MRP**.
- It prevents overcharging and ensures price transparency across all shops.
- If a shopkeeper charges more than the printed MRP, the consumer can protest and file a complaint.

Thus, mandatory MRP printing upholds the consumer's **right to information** and protects against unfair trade practices.

Source: Chapter 5 – Consumer Rights, "Information about Goods and Services"

Explanation

- The question has two parts — address **both**: the problem caused by absence of MRP, and how printed MRP protects consumers.
- Examiners expect you to use the term "**right to information**" as it is a key consumer right from COPRA.
- The textbook explicitly states consumers can bargain to pay **less than MRP** — include this as it is a direct textbook point and often tested.
- Keep points crisp; for 3 marks, 3 distinct points (one for the problem + two for protection) is ideal.

Q18. medium thorough-understanding § When Choice is Denied

[3]

Abirami paid her full two-year course fee upfront but left the institute after one year due to poor teaching quality. The institute refused to refund the remaining fee. Which consumer right did the institute violate, and why does this right matter even when a student voluntarily signs up for a course?

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Model Answer

The institute violated Abirami's **Right to Choose**. Even though she voluntarily enrolled, this right guarantees that any consumer receiving a service — regardless of age, gender, or nature of service — has the right to **discontinue** it at any point. Forcing her to forfeit the remaining fee effectively denied her this choice.

This right matters because voluntary enrolment does not mean permanent commitment. A consumer must always be free to exit a service if it fails to meet expected standards. The District Consumer Disputes Redressal Commission upheld this by directing a refund of ₹28,000 to Abirami.

Source: *Consumer Rights, Chapter 5 — "When Choice is Denied"*

Explanation

- **Key term to use:** "Right to Choose" — examiners expect this exact phrase.
- The question has two parts: (1) *which right* and (2) *why it matters even with voluntary sign-up*. Address both clearly.
- The passage explicitly states: "Any consumer who receives a service in whatever capacity...has the right to choose whether to **continue** to receive the service." Quote or paraphrase this for full marks.
- Citing the Commission's verdict (₹28,000 refund) strengthens the answer and shows you've read the case.

Q19. medium thorough-understanding § When Choice is Denied

[1]

A gas dealer tells a new customer that she must buy a cooking stove from him in order to get a gas connection. The customer only wants the connection, not the stove.

****Assertion (A):**** The dealer's condition violates the customer's consumer rights.

****Reason (R):**** Forcing a consumer to buy an unwanted product as a condition for another product denies their right to choose freely.

Which of the following is correct?

- (A) Both A and R are true, and R is the correct explanation of A.
- (B) Both A and R are true, but R is NOT the correct explanation of A.
- (C) A is true but R is false.
- (D) A is false but R is true.

- A Both A and R are true, and R is the correct explanation of A.
- B Both A and R are true, but R is NOT the correct explanation of A.
- C A is true but R is false.
- D A is false but R is true.

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Model Answer

(A) Both A and R are true, and R is the correct explanation of A.

The dealer forcing the customer to buy a stove violates her **right to choose**. R correctly explains that tying an unwanted product to another denies free consumer choice, which is A's basis.

Explanation

- The **right to choose** is a key consumer right under COPRA — consumers cannot be forced to buy bundled/unwanted goods.
- In Assertion-Reason MCQs, check: (1) Is A true? (2) Is R true? (3) Does R *directly explain* A? Here, all three conditions are met, so option (A) is correct.
- Examiners expect you to identify the specific consumer right violated (right to choose) to justify your selection.

Q20. deep thorough-understanding § When Choice is Denied

[3]

The State Consumer Commission, while ruling on Abirami's case, went beyond granting her a personal refund and issued an order that applied to all educational and professional institutions in the state. Why might a consumer commission choose to issue such a wide-ranging order rather than simply resolving the individual complaint? In your answer, also explain why individual consumers often struggle to protect their own interests in the marketplace.

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Model Answer

The State Consumer Commission issued a wide-ranging order to prevent all educational institutions from charging full advance fees, because a single ruling protects thousands of future students — not just Abirami. Such systemic orders address exploitative practices at their root rather than offering one-time relief.

Individual consumers often struggle to protect their interests because the redressal process is cumbersome, time-consuming, and expensive. Lawyers must often be engaged, cash memos are frequently not issued (making evidence hard to gather), and most consumers lack awareness of their rights. This power imbalance makes it difficult for individuals to fight institutions alone.

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

Explanation

- The examiner expects **two distinct points**: (1) reason for the wide-ranging order — systemic/preventive effect; (2) why individuals struggle — cost, lack of evidence, lack of awareness.
- Quote or closely paraphrase the textbook: "cumbersome, expensive and time consuming," "cash memos are not issued," "engage lawyers."
- Abirami's case is the anchor example; tie the order's scope back to consumer rights (right to choose).
- At 3 marks, ~70–80 words is ideal — two short paragraphs or 4 tight points.

Q21. medium thorough-understanding § Where Should Consumers Go to Get Justice?

[3]

A consumer files a case claiming damages of Rs 8 crore against a company for selling a defective product. At which level of the Consumer Disputes Redressal Commission should this 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 three-tier redressal system works as follows:

- **District Commission:** handles claims up to Rs 1 crore
- **State Commission:** handles claims between Rs 1 crore and Rs 10 crore
- **National Commission:** handles claims exceeding Rs 10 crore

Since the claimed damages are Rs 8 crore, which falls between Rs 1 crore and Rs 10 crore, the case must be filed at the **State-level Consumer Disputes Redressal Commission**.

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

Explanation

Examiners expect you to:

1. **Name the correct forum** (State Commission) — this earns the key mark.
2. **State all three tiers with their monetary limits** — this shows complete understanding and typically earns the remaining marks.
3. **Justify clearly** by placing Rs 8 crore within the Rs 1–10 crore bracket.

Remember the three limits: up to ₹1 cr → District; ₹1–10 cr → State; above ₹10 cr → National. These figures are frequently tested.

Q22. medium thorough-understanding § Where Should Consumers Go to Get Justice?

[3]

A consumer who cannot afford a lawyer wants to challenge a company for selling him a defective appliance. How does the provision for filing and arguing a case without a lawyer in Consumer Disputes Redressal Commissions support the purpose of COPRA?

◆ Consumer Rights

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Model Answer

COPRA's purpose is to protect consumers and ensure easy access to justice, especially for the poor. The provision allowing consumers to file and argue cases **without a lawyer** directly supports this by:

- Removing the financial barrier of hiring legal counsel, making redressal accessible to low-income consumers.
- Empowering ordinary consumers to represent themselves before District, State, or National Consumer Disputes Redressal Commissions.
- Ensuring that seeking justice is not restricted to those who can afford legal fees.

Thus, the consumer with the defective appliance can file a complaint and plead his own case, fulfilling COPRA's goal of providing **easy and effective** consumer redressal.

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

Explanation

Examiners look for three things here: (1) stating the barrier removed (cost of lawyer), (2) linking it to COPRA's goal of accessible/easy redressal, and (3) a brief real example or implication. The passage explicitly says "the consumer can file a complaint...with or without the services of lawyers" and shows Prakash pleading his own case – reference that directly. Avoid writing a general essay on consumer rights; stay focused on the lawyer provision and its purpose.

Q23. straightforward thorough-understanding § Where Should Consumers Go to Get Justice?

[1]

Which of the following correctly describes the jurisdiction of the State Consumer Disputes Redressal Commission?

- (A) Claims below Rs 1 crore
 - (B) Claims between Rs 1 crore and Rs 10 crore
 - (C) Claims exceeding Rs 10 crore
 - (D) All consumer cases regardless of claim amount
- A Claims below Rs 1 crore
 - B Claims between Rs 1 crore and Rs 10 crore
 - C Claims exceeding Rs 10 crore
 - D All consumer cases regardless of claim amount

◆ Consumer Rights

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Model Answer

(B) Claims between Rs 1 crore and Rs 10 crore

The State Consumer Disputes Redressal Commission handles cases involving claims between Rs 1 crore and Rs 10 crore under COPRA.

Explanation

The textbook clearly states the three-tier structure: District Commission (up to Rs 1 crore), State Commission (Rs 1 crore to Rs 10 crore), and National Commission (above Rs 10 crore). Students must remember all three limits together to avoid confusion in MCQs.

Q24. medium thorough-understanding § Where Should Consumers Go to Get Justice?

[3]

A consumer's complaint is dismissed by the District Consumer Disputes Redressal Commission. Can the consumer pursue the matter further? Explain the options available.

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Model Answer

Yes, the consumer can pursue the matter further. Under COPRA, a three-tier quasi-judicial machinery exists at the district, state, and national levels.

- If the **District Consumer Disputes Redressal Commission** dismisses the case, the consumer can **appeal to the State Consumer Disputes Redressal Commission**.
- If the State Commission also does not provide relief, the consumer can further **appeal to the National Consumer Disputes Redressal Commission** in New Delhi.

For example, in Reji Mathew's case, after the State Commission dismissed the complaint, his father appealed to the National Commission, which held the hospital responsible and directed it to pay compensation.

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

Explanation

- The examiner expects students to name **all three tiers** clearly: District → State → National.
- Quoting the **Reji Mathew example** from the textbook strengthens the answer and shows application — always use textbook examples in COPRA-related questions.
- Key term to use: **"appeal"** — a consumer *appeals* to the higher commission, not re-files.
- The marks split roughly: 1 mark for yes + basic right, 1 mark for state-level appeal, 1 mark for national-level appeal (or example).

Q25. deep thorough-understanding § Where Should Consumers Go to Get Justice?

[3]

The 2019 amendment to COPRA introduced the option of settling disputes through a mediator at all three tiers of the Consumer Commission system. Why was this provision added, and how does it benefit consumers compared to the standard commission process?

◆ Consumer Rights

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Model Answer

The mediation provision was added because the standard Consumer Commission process was becoming **cumbersome, expensive, and time-consuming**, often requiring consumers to engage lawyers and attend multiple proceedings.

Benefits of mediation over the standard process:

- Disputes are settled with the help of a **neutral intermediary (mediator)** outside the formal commission, making it faster and less costly.
- It reduces the burden on consumers, especially for smaller disputes.
- It is available at **all three tiers** (District, State, National), making it accessible at every level.

This saves consumers time and money while ensuring fair resolution.

Source: Chapter 5 – Taking the Consumer Movement Forward

Explanation

- The examiner expects you to: (1) state **why** mediation was introduced – linking it to the problems of the existing process, and (2) explain **how** it benefits consumers compared to the commission process.
- Quote key phrases from the chapter: "cumbersome, expensive, time-consuming" and "neutral intermediary" – these are textbook terms examiners look for.
- Don't confuse **mediator** (neutral third party outside the commission) with the commission judge; that distinction is the core of this answer.
- 3 marks = one reason + two clear benefits is the ideal structure.

Q26. deep thorough-understanding § Where Should Consumers Go to Get Justice?

[5]

Under COPRA, consumers can now file complaints and conduct proceedings online, including through video conferencing. How does this change connect to the broader challenge of making consumer redressal effective in India? What underlying problem does it help address?

◆ Consumer Rights

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Model Answer

Under COPRA, consumers can now file complaints online and attend hearings through video conferencing. This directly addresses one of the biggest challenges in consumer redressal in India – the process being **cumbersome, expensive, and time-consuming**.

The underlying problem is that physical filing requires consumers to visit commissions, engage lawyers, and attend multiple proceedings in person. This discourages ordinary consumers, especially those in remote areas or with small grievances, from seeking justice.

Online filing and video conferencing reduce travel costs, save time, and make the system more accessible. They help bridge the gap between consumer rights existing on paper and consumers actually being able to exercise those rights.

However, the broader challenge remains – consumer awareness is still spreading slowly, and active participation of consumers themselves is essential for the movement to be truly effective.

Source: Consumer Rights, Chapter 5 – "Where Should Consumers Go to Get Justice?" and "Taking the Consumer Movement Forward"

Explanation

- The examiner expects you to **link the specific change (online filing/video conferencing) → the identified problem (cumbersome, expensive, time-consuming process) → the broader challenge (gap between rights and access)**.
- Do not just describe COPRA amendments; show cause-effect reasoning.
- The textbook explicitly states the redressal process is "becoming cumbersome, expensive and time consuming" and that consumers "are required to engage lawyers" – quote or paraphrase these for full marks.
- End with the larger point that laws alone aren't enough; consumer awareness and participation matter. This shows holistic understanding and often earns the final mark.

Q27. medium thorough-understanding § Learning to Become Well-Informed Consumers

[3]

Quality certification logos such as ISI and Agmark are not compulsory for all products. For which category of products does the government make such certification mandatory, and what is the reasoning behind this selective enforcement?

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Model Answer

The government makes quality certification (ISI, Agmark, etc.) **mandatory only for products that affect the health and safety of consumers or are products of mass consumption** — for example, LPG cylinders, food colours and additives, cement, and packaged drinking water.

The reasoning is that these products, if substandard, can directly harm consumers' health or safety. Since they are widely used by the general public, the risk of harm is large-scale. Hence, the government selectively enforces certification to protect consumers where the stakes are highest, while allowing flexibility for less critical products.

Source: Chapter 5 — ISI and Agmark section

Explanation

- The examiner expects **two parts**: (1) which category — health/safety/mass consumption products with examples, and (2) the reasoning — potential harm and wide consumer impact.
- Quoting the specific examples (LPG cylinders, food colours, cement, packaged drinking water) earns marks.
- Avoid saying certification is compulsory for *all* products — the keyword is **selective/mandatory only for certain categories**.

Q28. deep thorough-understanding § Learning to Become Well-Informed Consumers

[3]

A shopkeeper sells loose, unbranded groundnut oil without any certification mark. A customer argues this is perfectly legal since certification is not compulsory for all products. Is the customer's reasoning fully correct? Justify your answer.

◆ Consumer Rights

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Model Answer

The customer's reasoning is **only partially correct**.

It is true that certification marks like ISI or Agmark are **not compulsory for all products**. Many goods can legally be sold without such logos.

However, for products that **affect the health and safety of consumers** or are products of mass consumption — such as **food colours and additives, packaged drinking water, LPG cylinders, and cement** — certification is **mandatory**. Groundnut oil, being an edible product directly affecting health, falls under food-related standards, making certification compulsory in such cases.

Therefore, selling loose, unbranded groundnut oil without any certification mark is **not fully legal**, and the customer's argument is only partially valid.

Source: Chapter 5, ISI and Agmark section

Explanation

- The examiner wants students to show they understand the **distinction**: certification is optional in general, but **mandatory for health/safety-related and mass-consumption products**.
- Mentioning specific examples (food additives, packaged water, LPG) from the textbook earns full marks.
- Avoid writing only "it is compulsory" or only "it is not compulsory" — the nuance is the key to 3 marks.
- Structure: state partial correctness → explain general rule → explain exception → conclude.

Q29. deep thorough-understanding § Learning to Become Well-Informed Consumers

[3]

Amritha, a nurse, was denied information about the medicine dosage administered to a patient in a government hospital, and she later used a legal provision to obtain that information. What does this case illustrate about the scope of consumer rights? How does it show that consumer protection extends beyond ordinary market transactions?

◆ Consumer Rights

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Model Answer

Amritha's case illustrates that **consumer rights extend beyond ordinary market transactions** to include government services as well. Normally, consumer protection covers buying goods or services in the market. However, using the **Right to Information (RTI) Act, 2005**, Amritha obtained information about medicine dosage from a government hospital — a public service, not a commercial transaction.

This shows that the **right to be informed** is broad enough to cover government functioning. Citizens can use RTI to question government departments and access information they are otherwise denied, making consumer protection applicable to public services too.

Source: Chapter 5 — Information about Goods and Services

Explanation

- The examiner expects you to: (1) name the legal provision (RTI Act, 2005), (2) link it to the **right to information** as a consumer right, and (3) explain how it goes beyond market transactions to include government/public services.
- Avoid retelling the story in detail — extract the concept.
- The textbook example given is actually about **Amritha as an engineering graduate**, but the question adapts it to a nurse/hospital context. Answer using the RTI principle from the passage regardless.
- Key terms to use: RTI Act 2005, right to be informed, government services, consumer protection.

Q30. deep thorough-understanding § Learning to Become Well-Informed Consumers

[5]

Certification bodies like the Bureau of Indian Standards develop quality standards and allow producers to use their logos only if those standards are met. Despite this system, substandard and uncertified goods continue to circulate in the market. Analyse the reasons for this gap between the existence of quality standards and their actual effectiveness in protecting consumers.

◆ Consumer Rights

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Model Answer

Despite the existence of quality certification bodies like BIS (ISI mark) and Agmark, substandard goods continue to circulate due to several reasons:

1. **Certification is not compulsory for all producers.** Only for products affecting health and safety — like LPG cylinders, food colours, cement, and packaged drinking water — is certification mandatory. For many other goods, producers can legally sell without certification.
1. **Weak enforcement:** Rules and regulations for the working of markets are often not followed, making it easy for uncertified goods to reach consumers.
1. **Low consumer awareness:** Consumer awareness in India is spreading but slowly. Many consumers do not check for ISI/Agmark logos before purchasing.
1. **Cumbersome redressal process:** Filing complaints is expensive and time-consuming, discouraging consumers from challenging substandard goods.
1. **Lack of evidence:** Cash memos are often not issued in small retail sales, making it difficult to prove exploitation.

Thus, the gap exists because standards are selective, enforcement is weak, and consumer participation remains limited.

Source: Chapter 5 — Consumer Rights

Explanation

- The key point the textbook makes is that certification is **not compulsory for all products** — this is the most direct answer and must be stated clearly.
- Support it with the book's points on weak enforcement, slow consumer awareness, and the cumbersome redressal process.
- Examiners expect you to use textbook terminology: ISI, Agmark, COPRA, MRP, etc.
- 5 marks = roughly 5 distinct points; structure as a numbered list or short paragraphs for clarity.

Q31. medium thorough-understanding § Taking the Consumer Movement Forward

[3]

Despite the Consumer Protection Act being in force for several decades, the consumer redressal process in India is still considered cumbersome and slow. (a) Identify any two specific reasons for this. (b) Explain how key amendments to COPRA have attempted to address these limitations and make the redressal mechanism more accessible to consumers.

◆ Consumer Rights

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Model Answer

(a) Two reasons why the redressal process is cumbersome:

1. Consumers are often required to engage lawyers, making the process expensive and time-consuming.
2. Cash memos are not issued in most retail purchases, making it difficult to gather evidence.

(b) Key amendments under COPRA 2019:

- Online purchases (buying through the internet) are now included under its scope.
- Service providers/manufacturers are held responsible for defective products and can be penalised or imprisoned.
- **Mediation** by a neutral intermediary is now encouraged at all three tiers, enabling faster out-of-court settlements.

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

Explanation

- For part (a), pick any two from: lawyers needed, no cash memos, time-consuming proceedings. The passage lists these directly – stick to them.
- For part (b), the three 2019 COPRA amendments are the key points examiners expect: internet inclusion, manufacturer liability, and mediation. Name all three for full marks.
- Don't confuse "amendments" with general consumer rights – the question specifically asks about changes made to COPRA.

Q32. deep thorough-understanding § Taking the Consumer Movement Forward

[3]

The consumer movement in India has grown significantly, yet consumer awareness remains limited and the redressal process is still challenging for many. Critically examine the respective roles of the government, NGOs, and individual consumers in ensuring effective consumer protection in India. In your answer, refer to the historical development of the consumer movement and assess why no single stakeholder can be solely responsible for its success.

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Model Answer

The consumer movement in India originated in the 1960s due to food shortages, hoarding, and adulteration. By the 1970s, consumer organisations held exhibitions and addressed ration shop malpractices, eventually pressuring the government to enact **COPRA in 1986**.

- **Government:** Provides legal framework (COPRA, amended 2019) and redressal commissions, but enforcement of laws remains weak.
- **NGOs:** Over 2000 consumer groups raise awareness, though only 50–60 are well organised.
- **Individual Consumers:** Must actively participate, as the movement can be effective only through voluntary consumer involvement.

No single stakeholder suffices — redressal remains costly and time-consuming, and consumer awareness is still spreading slowly.

Source: *Consumer Rights, Chapter 5*

Explanation

The examiner expects three distinct roles covered briefly, linked to the historical origin of the movement, and a concluding point on shared responsibility. Avoid writing long paragraphs — use a short intro + bullet structure for clarity and speed. Key phrases from the textbook like "social force," COPRA, and "voluntary effort" signal textbook grounding, which examiners reward.

Q33. medium thorough-understanding § Additional Projects / Activities

[3]

A consumer survey asks people whether they always insist on a bill when buying something. Why is insisting on a bill particularly important when a consumer later wants to file a complaint about a defective product?

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Model Answer

A bill (cash memo) serves as legal proof of purchase — it shows that the consumer actually bought the product from a specific seller on a specific date. When filing a complaint before a Consumer Disputes Redressal Commission, the consumer must produce the bill as documentary evidence. Without it, gathering evidence becomes difficult. As noted in the textbook, "in most purchases cash memos are not issued, hence evidence is not easy to gather." A bill also helps establish the purchase price, the seller's identity, and the date — all details the commission needs to decide the case and grant compensation or replacement.

Source: Chapter 5 — *Taking the Consumer Movement Forward; Where Should Consumers Go to Get Justice?*

Explanation

- **Key examiner expectation:** Link the bill → proof of purchase → filing complaint → redressal commission. All three elements should appear for full 3 marks.
- The textbook explicitly says cash memos are often not issued, making evidence hard to gather — quoting or paraphrasing this strengthens your answer.
- Avoid writing vague points like "it is important to keep bills." Always connect to the *consequence* — i.e., without a bill, the commission cannot verify your claim and you may not get justice.
- Around 70–80 words is ideal for 3 marks.

Q34. medium thorough-understanding § Additional Projects / Activities

[3]

Mrs. Krishna bought a television with a six-month warranty. It stopped working after three months, and despite repeated complaints, the dealer stopped responding. Identify the consumer right being violated and explain what legal recourse is available to her.

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Model Answer

Consumer Right Violated: Mrs. Krishna's **Right to Seek Redressal** is being violated. She purchased the TV with a six-month warranty, but the dealer is ignoring her complaints even though the product is defective within the warranty period. Her **Right to be Heard** is also violated as the dealer stopped responding.

Legal Recourse Available:

Under **COPRA (Consumer Protection Act)**, Mrs. Krishna can file a complaint before the **District Consumer Disputes Redressal Commission** (for claims up to ₹1 crore). She can file the case herself without a lawyer. The Commission will send a notice to the dealer and, after hearing both parties, may order replacement, repair, or compensation.

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

Explanation

- Examiners expect you to **name the specific right(s) violated** – here, Right to Redressal (and optionally Right to be Heard).
- Always mention **COPRA** and the **three-tier system** (District/State/National Commission). For a small claim like a TV, District Commission is correct.
- Key fact: consumer can file **without a lawyer** – examiners often look for this point.
- Don't write a letter; the question asks for identification of rights and legal recourse only.

Q35. deep thorough-understanding § Additional Projects / Activities

[5]

When writing a formal complaint letter to a Consumer Disputes Redressal Commission on behalf of an aggrieved consumer, what key pieces of information and evidence would be essential to include, and why does each matter to the outcome of the case?

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Model Answer

When filing a complaint before a Consumer Disputes Redressal Commission, the following key information and evidence must be included:

1. **Details of the aggrieved consumer** — Name, address, and contact information to identify the complainant.
2. **Details of the opposite party** — Name and address of the seller/service provider against whom the complaint is made.
3. **Description of the grievance** — Clear account of the unfair trade practice or deficiency in service (e.g., defective product, non-delivery).
4. **Supporting documents/evidence** — Cash memo, bill, warranty card, or receipts. Without these, it is difficult to prove the transaction occurred.
5. **Nature of compensation sought** — Specify the relief/compensation demanded, as the commission awards it based on degree of damage.
6. **Proof of prior complaint** — Evidence that the seller was approached but did not respond satisfactorily, showing the consumer exhausted initial remedies.

The complaint can be filed without a lawyer, individually or as a group (class action suit).

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

Explanation

- Examiners expect **5 distinct, labelled points** for a 5-mark question — one point per mark is a safe structure.
- The textbook's example of **Prakash** (money order case) and **Arita** (wall clock case) illustrate the steps: bill/warranty, prior complaint to seller, registration form, documents verification. Draw your points from these.
- Key terms to include: **COPRA, Consumer Disputes Redressal Commission, cash memo/bill as evidence, compensation based on degree of damage.**
- The textbook specifically notes that "*in most purchases cash memos are not issued, hence evidence is not easy to gather*" — this is why a bill/receipt is critical.

Q36. medium thorough-understanding § Additional Projects / Activities

[2]

A survey finds that many consumers strongly believe their regular shopkeeper never cheats them, so they do not bother checking weights or expiry dates. Why is this attitude risky, even if the shopkeeper is generally honest?

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Model Answer

Even if a shopkeeper is generally honest, mistakes can still occur — wrong weights may be used accidentally, or expired products may be stocked unknowingly. Consumers have the **right to be informed** about goods they purchase. Checking expiry dates and weights is the consumer's own responsibility. Blind trust leaves one unprotected against unintentional errors and prevents one from seeking compensation or replacement when due.

Source: Chapter 5 — *The Consumer in the Marketplace; Information about Goods and Services*

Explanation

- The key point examiners look for is that **consumer responsibility** cannot be delegated to trust — even honest shopkeepers can make errors.
- Mention the **right to be informed** (a COPRA right) — checking expiry dates and MRP is how consumers exercise this right.
- Also note that without verification, a consumer loses the ability to **claim compensation or replacement** if goods are defective.
- Do not just say "the shopkeeper may cheat" — the question specifically says the shopkeeper is *generally honest*, so your answer must go beyond deliberate cheating to cover accidents/oversights.

Q37. deep thorough-understanding § (whole-chapter synthesis)

[5]

The consumer movement began as a response to exploitation, yet today the consumer redressal process itself is described as cumbersome and expensive. Trace the journey from the origins of the consumer movement in India to the enactment of COPRA, and then explain why the existence of a law alone is insufficient to fully protect consumers.

◆ Consumer Rights

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Model Answer

Origins of the Consumer Movement:

Initially, consumers had no legal protection. When dissatisfied, they simply avoided a product or shop. Rampant food shortages, hoarding, black marketing, and adulteration of food and edible oil gave birth to organised consumer movement in the 1960s. Till the 1970s, consumer organisations mainly wrote articles and held exhibitions. Gradually, consumer groups grew in number and pressured businesses and the government to correct unfair practices.

Enactment of COPRA:

These collective efforts led the Indian government to enact the Consumer Protection Act, 1986 (COPRA). It established a three-tier quasi-judicial redressal system at district, state, and national levels.

Why Law Alone is Insufficient:

- The redressal process is **cumbersome, expensive, and time-consuming**.
- Consumers often need to engage lawyers.
- Cash memos are rarely issued, making evidence difficult to gather.
- Rules and regulations are **often not followed**.
- Consumer awareness is spreading but **slowly**.
- Active consumer participation and voluntary effort remain essential for the movement to be truly effective.

Source: *Consumer Rights, Chapter 5*

Explanation

Examiners look for three clear parts: (1) origins/evolution of consumer movement, (2) COPRA's enactment as a milestone, and (3) limitations showing why law alone is insufficient. Use textbook phrases like "cumbersome, expensive and time-consuming" directly — these are scoring keywords. Avoid padding; keep points crisp and distinct.

Q38. medium thorough-understanding § (whole-chapter synthesis)

[3]

A consumer buys a pressure cooker with a defective safety valve that causes an accident, and later discovers the MRP on the box had been crossed out and a higher price handwritten. Identify the two distinct consumer rights that have been violated in this single purchase, and explain what makes each violation a separate wrong.

◆ Consumer Rights

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Model Answer

Two Consumer Rights Violated:

1. **Right to Safety** — The pressure cooker had a defective safety valve, which can cause a serious accident. As stated in the textbook, manufacturers must ensure high quality in safety components like pressure cooker valves. Selling a product hazardous to life violates the consumer's right to be protected against dangerous goods.
1. **Right to be Informed** — The original MRP was crossed out and a higher price was written. Consumers have the right to know the correct price; selling above the printed MRP is explicitly prohibited. This is a separate wrong because it involves deliberate concealment of pricing information, not a product defect.

Each violation is distinct: one endangers physical safety; the other deceives the consumer financially.

Source: Chapter 5 — Consumer Rights, Sections "Safety is Everyone's Right" and "Information about Goods and Services"

Explanation

Examiners expect you to **name both rights correctly** and give a **brief justification for each**. The key skill here is showing they are *separate* wrongs — one is about physical harm (safety valve = Right to Safety), the other is about price manipulation (MRP tampering = Right to be Informed). Don't merge them. The textbook directly mentions pressure cooker safety valves and MRP overcharging as examples, so use those references to score full marks.

Q39. medium thorough-understanding § (whole-chapter synthesis)

[3]

Why is collective consumer action through organised consumer groups considered more effective in ensuring fair markets than individual consumer complaints, even when both are legally permitted forms of redressal?

◆ Consumer Rights

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Model Answer

Individual consumer complaints are limited in reach and impact, while organised consumer groups are more effective because:

1. **Collective pressure:** Groups bring pressure on both business firms and the government to correct unfair trade practices, which a single complaint cannot achieve.
2. **Guidance and representation:** Consumer forums guide individuals on filing cases and even represent them in Consumer Disputes Redressal Commissions, reducing the burden on individuals.
3. **Wider awareness:** Organised groups spread consumer awareness among large numbers of people and advocate for stronger laws like COPRA.
4. **Sustained struggle:** The consumer movement succeeded through persistent, voluntary, collective effort — individual complaints lack this continuity and social force.

Thus, collective action creates systemic change, while individual complaints only address isolated grievances.

Source: Chapter 5 — Consumer Rights, sections "Consumer Movement" and "Taking the Consumer Movement Forward"

Explanation

- Examiners expect you to distinguish **individual vs. collective action** clearly with reasons.
- Key terms to use: *organised groups, consumer movement, COPRA, pressure on government and business, awareness.*
- Avoid writing a general essay — give 3–4 distinct, crisp points. The question asks *why* collective action is more effective, so focus on **impact and scale**, not just what groups do.
- The phrase "social force" from the textbook is a good term to include if space allows.

Q40. deep thorough-understanding § (whole-chapter synthesis)

[1]

Assertion (A): Printing mandatory information such as expiry dates, ingredients, and MRP on product packaging is a legal requirement for manufacturers.

Reason (R): Such information enables consumers to make informed choices and is a safeguard of their right to be informed.

Choose the correct option:

- (a) Both A and R are true, and R is the correct explanation of A.
(b) Both A and R are true, but R is not the correct explanation of A.
(c) A is true but R is false.
(d) A is false but R is true.
- a Both A and R are true, and R is the correct explanation of A.
b Both A and R are true, but R is not the correct explanation of A.
c A is true but R is false.
d A is false but R is true.

◆ Consumer Rights

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Model Answer

(a) Both A and R are true, and R is the correct explanation of A.

Printing expiry dates, ingredients, and MRP is a legal requirement because consumers have the **right to be informed**, which directly explains why such rules are mandated.

Source: *Consumer Rights*, Chapter 5

Explanation

- **A is true:** The passage clearly states rules have been made so manufacturers must display ingredients, price, expiry date, etc.
- **R is true:** The passage explicitly says "consumers have the right to be informed about the particulars of goods and services."
- **R correctly explains A:** The *reason* the legal requirement exists is precisely to protect the consumer's right to be informed — R is the direct cause/justification for A.
- Examiners look for students to identify that the Reason is not just true, but is the actual explanation for the Assertion.

Q41. medium thorough-understanding § (whole-chapter synthesis)

[3]

Quality certification logos such as ISI and Agmark exist to protect consumers, yet many goods in the market carry no such certification. Why is this possible, and for which category of products does the government not permit this gap? What does this distinction tell us about how the government prioritises consumer protection?

◆ Consumer Rights

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Model Answer

Certification logos like ISI and Agmark assure consumers of product quality, but obtaining them is **not compulsory** for all producers. Since it is voluntary, many goods are sold in the market without these certifications.

However, for products that **directly affect the health and safety of consumers**, or are of **mass consumption** — such as LPG cylinders, food colours and additives, cement, and packaged drinking water — certification is **mandatory**.

This distinction shows that the government prioritises consumer protection most strictly where risks to life and health are greatest, making certification compulsory for essential/dangerous goods while leaving it optional for others.

Source: Chapter 5 – Consumer Rights, ISI and Agmark section

Explanation

- The key contrast examiners want: **voluntary for most goods vs. mandatory for health/safety-related goods**.
- Always name at least 2–3 specific examples (LPG cylinders, packaged drinking water, cement, food colours) — these fetch marks.
- The third part (what it tells us) tests your ability to **infer** the government's priority: safety and health come first.
- Don't write more than 3 short paragraphs for 3 marks.

Q42. medium thorough-understanding § (whole-chapter synthesis)

[2]

The principle of 'caveat emptor' once governed market transactions. How did the organised consumer movement challenge this principle, and what shift in responsibility between buyers, sellers, and the state did it bring about?

◆ Consumer Rights

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Model Answer

Caveat emptor means "let the buyer beware" — it placed full responsibility on consumers to assess goods before purchase, freeing sellers of accountability.

The organised consumer movement challenged this by exposing unfair trade practices and pressuring businesses and the government. This shifted responsibility of ensuring quality of goods and services **onto the sellers**, and led the state to enact legal protection (e.g., COPRA 1986).

Source: *Consumer Movement, Chapter 5*

Explanation

- "Caveat emptor" isn't a term from the passage, but the passage clearly describes the principle — examiners expect you to link the idea of "buyer's responsibility" to the shift the movement caused.
- The key phrase from the passage to quote/paraphrase: *"This has also shifted the responsibility of ensuring quality of goods and services on the sellers."*
- Mention COPRA as evidence of state intervention — it shows all three actors (buyer, seller, state) and completes the answer neatly within the word limit.

Q43. deep thorough-understanding § (whole-chapter synthesis)

[5]

A large food company uses media advertisements to falsely claim its packaged drink has special health benefits it does not actually possess. Using your understanding of how markets can fail consumers and what legal mechanisms exist to address this, explain: (i) why individual consumers are especially vulnerable in this situation, and (ii) what avenues are available to seek justice.

◆ Consumer Rights

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Model Answer

(i) Why individual consumers are especially vulnerable:

Consumers face **information asymmetry** — the company knows the drink has no special health benefits, but buyers do not. Media advertisements exploit this gap by making false claims. Individual consumers lack the technical knowledge to verify health claims on packaged products. They are scattered and act alone, making it difficult to challenge a large, resourceful company. As the textbook notes, consumers have the **right to be informed** about goods they purchase, but false advertising directly violates this right, leaving consumers deceived and potentially harmed.

(ii) Avenues available to seek justice:

Under **COPRA (Consumer Protection Act, 1986)**, consumers can approach the three-tier quasi-judicial system:

- **District Consumer Disputes Redressal Commission** — claims up to ₹1 crore
- **State Commission** — claims between ₹1 crore and ₹10 crore
- **National Commission** — claims exceeding ₹10 crore

A consumer can file a complaint **with or without a lawyer**, individually or as a **class action suit**. Consumer forums/protection councils provide guidance. Appeals can be made to higher commissions if a case is dismissed at a lower level.

Source: Chapter 5 — Consumer Rights, Sections: "Information about Goods and Services," "Where Should Consumers Go to Get Justice?"

Explanation

- The examiner expects two clearly labelled parts matching sub-questions (i) and (ii).
- Key terms to use: **information asymmetry, COPRA, right to be informed, three-tier system, District/State/National Commission, class action suit.**
- For (i), focus on *why consumers are at a disadvantage* — knowledge gap + scattered individual buyers vs. large company.
- For (ii), name all three tiers with their monetary limits — this is frequently tested and fetches easy marks.
- Avoid writing a general essay; keep each part crisp and relevant to the scenario.

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