

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, OU

SEMESTER II: SPECIALISATION : MARKETING / E-COMMERCE

CONSUMER RIGHTS & EDUCATION

PAPER CODE: COM 9 : M/E-Com

Total Marks: 80+15+05=100

THPW: 5 ; Credits : 5

ESED: 3 HRS

Objectives:

To develop the awareness of consumer rights and need role and importance of consumer education, to understand finer nuances of Consumer Protection Act in India in the arena of marketing.

UNIT I: Consumer Rights:

Definition, Consumer Rights: The right to be protected from all kind of hazardous goods and services, The right to be fully informed about the performance and quality of all goods and services, The right to free choice of goods and services, The right to be heard in all decision-making processes related to consumer interests, The right to seek redressal, whenever consumer rights have been infringed and The right to complete consumer education

Concept of Consumer : a) Consumer in India. b) Consumer of goods and services. c) Professional services - Medical, legal, educational and welfare services. Consumer movement and consumer protection in India, historical perspectives, the post independence scenario. Emergence of consumer protection in India, U.S.A. and Britain. Consumerism: Concept of consumerism, consumer justice and consumer sovereignty, and development of public policy and consumer justice.

UNIT II:

Consumer behaviour in Indian marketing system. Countervailing influence: Responsibility of manufacturers, producers organizations. Consumer groups and tools of consumer organizations: Consumer action groups, consumer resistance, consumer boycotts, lobbying, consumer guidance.

UNIT III:

Development of consumer protection movement in international sphere, International Convention on Consumer Justice, role of Consumer International (CI), International Activities for Consumers Protection, IOCU, FAO, ILO, WIPO, WHO, UNCTAD, UN guidelines for Consumer Protection. Emergence of new Consumer Movements: Green Consumerism, Cyber Consumerism.

UNIT IV: Consumer education: Consumer awareness of rights and duties, lack of awareness, particularly in rural areas and amongst the farmers, lack of access to information. Role of media in consumer protection, social effect of advertisement, remedies for false and deceptive advertisement, code for commercial advertisements.

UNIT V: Historical and Sociological Background of Consumer Law in India: Rights of Consumer under the Consumer Protection Act 1986, nature and characteristics. Definitions: complainant, consumer dispute, defect, deficiency in service, service, unfair trade practices, restrictive trade practices. Consumer Protection Councils, role, objects, and composition. Structure, composition, power and functions of District Forum, State Commission and National Commission. Law of compensation, approach of Consumer Forum while awarding compensation. Procedure to be followed by consumer redressal agencies, provisions regarding execution of the decision and Appeals. Judgments of Supreme Court and NCDRC.

Selected Reading:

1. Gordon Barrier, The Development of Consumer Law and Policy (1984)
2. Joel R. Ivans, Consumerism in the United States and Inter- industry Analysis
3. Ram Krishana Bajaj, Consumer view-point
4. Wilson M. Herman, Business Economic Problems
5. M.M. Prasad, Top Consumer Behaviour (Top Publication, Delhi).
6. Robert N. May, Consumer Movement-Guardians of Market Place (1980).
7. Foo Gaik Sim, 10 CU on Record, A Documentary History of the International Organisation of Consumer Unions 1969-90.
8. United Nations Guidelines on Consumer Protection, 9th April 1985.
9. J.N. Barowalia, Commentary on the Consumer Protection Act, 1986 (1996), Universal Publishing Co, Pvt. Ltd.
10. Dr. Gurjeet Singh, Law of Consumer Protection in India (1996).