

Unit 9 - Week 7

Course outline

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Week 7

- Lecture 31 : Consumers as Stakeholders and Consumer Protection
- Lecture 32 : Ethics of Consumer Protection
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Assignment Solution

Live session

Assignment 7

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2019-09-18, 23:59 IST.

1) Match List I correctly with List II from the options given below

1 point

List-I		List-II	
a.	Financial harm to the consumers	i.	Entire batch of product A, due to negligent production, contains harmful bacteria.
b.	Physical harm to the consumers	ii.	Product B openly raves about and recommends violence towards women.
c.	Psychological harm to the consumers	iii.	Product C, a daily use item, has a faulty design which is likely to cause injury.
d.	Social harm to the consumers	iv.	Product D, an expensive item, is supposed to last 5-7 years, but it does not last beyond the first use.

- (A) a-iii b-ii c-i, d-iv
 (B) a-iv, b-iii, c-ii, d-i
 (C) a-i, b-ii, c-iii, d-iv
 (D) a-ii b-iii, c-iv, d-i

No, the answer is incorrect.
Score: 0

Accepted Answers:
(B) a-iv, b-iii, c-ii, d-i

2) Choose the right option from the given that fills the blank correctly.

1 point

The 4 Cs of Marketing Mix are _____

- (A) Customer value, cost, convenience, and communication
 (B) Caring, compassion, connection, and cost
 (C) Cost, communication, connection, and customer
 (D) Convenience, customer care, compassion, and cost

No, the answer is incorrect.
Score: 0

Accepted Answers:
(A) Customer value, cost, convenience, and communication

3) Which of the following is NOT a Consumers' Right mentioned by Consumer Protection Act (COPRA) 1986, India?

1 point

- (A) Right to safety
 (B) Right to bargain
 (C) Right to be informed
 (D) Right to Redress.

No, the answer is incorrect.
Score: 0

Accepted Answers:
(B) Right to bargain

4) Consider the following statements and choose the correct answer:

1 point

The characteristics of and assumptions underlying a "Free Market" are:

- (i) An unregulated market, where any buyer or seller can freely enter and exit.
 (ii) The law governs the trading rules.
 (iii) Buyer and seller both have full and perfect information about a product or service.
 (iv) The price of a product is based on total cost, which includes external and social costs.

- (A) i-True, ii- False, iii-True, iv- True
 (B) i-True, ii- True, iii-True, iv- False
 (C) i-True, ii- False, iii-False, iv- False
 (D) i-True, ii-False, iii- True, iv- False

No, the answer is incorrect.
Score: 0

Accepted Answers:
(D) i-True, ii-False, iii- True, iv- False

5) Consider the following statements and choose the correct option from the given:

1 point

- (i) The Contract Theory of Consumer Protection operates with the 'limited liability of the business' concept, where duties of a business begin and end with the 'sales contract' between consumer and business and what the contract says.
 (ii) In the Contract theory, duty to disclose means that the consumers must disclose their expectations from the product.
 (iii) As per the Due Care Theory, the duty of the business is to go beyond the sales contract and show responsiveness towards the customers in every stage such as design, production.
 (iv) The Social Cost Theory entails that a corporation is liable for any private costs ensuring from its business activities, but the social cost should be borne by the society.

- (A) Only (i) & (iii) are true
 (B) (i), (iii) & (iv) are true
 (C) Both (iii) & (iv) are true
 (D) (i), (ii) & (iii) are true

No, the answer is incorrect.
Score: 0

Accepted Answers:
(A) Only (i) & (iii) are true

6) Which of the following statement/statements does/do not represent ethical consumption?

1 point

- (A) S avoids chocolate sold by Company C, because C has been engaged in using underage labor.
 (B) D buys jewellery only from the jewelers who can provide certificate that there was no human rights violation in the procurement and in the making of the jewellery.
 (C) L refuses to buy products which are not biodegradable.
 (D) M prefers to buy clothes that are bright in colour and makes M feel cheerful.

No, the answer is incorrect.
Score: 0

Accepted Answers:
(D) M prefers to buy clothes that are bright in colour and makes M feel cheerful.

7) Which of following commercial advertisement/ advertisements can be considered as ethical?

1 point

- (A) Advertisement of a perfume: A man makes advances towards women, but is rebuffed by them. Then, he starts using this perfume and soon after he finds the women swooning over him.
 (B) Advertisement of Gutka/Pan masala: A man having a certain pan masala in the Board meeting of a company, and wins over his toughest critic; says that his secret to success is the paan masala.
 (C) Advertisement of hair oil: A woman with long hair is shown to use this hair oil. Next, the same woman, now undergoing the treatment for cancer and has lost all her hair, holds onto the hair oil bottle, and says: "Bald headed, but brave enough to fight. I am still beautiful."
 (D) Advertisement of health drinks: A child fails in the exam. Then, his mother gives him this particular health drink, and the child is shown to come first in his class.

No, the answer is incorrect.
Score: 0

Accepted Answers:
(C) Advertisement of hair oil: A woman with long hair is shown to use this hair oil. Next, the same woman, now undergoing the treatment for cancer and has lost all her hair, holds onto the hair oil bottle, and says: "Bald headed, but brave enough to fight. I am still beautiful."

8) Consider the following and choose the correct answer: If a firm sets its retail price at lower than market to force the competitor out then it is an example of:

1 point

- (A) Overpricing
 (B) Predatory pricing
 (C) Price fixing
 (D) Deceptive pricing

No, the answer is incorrect.
Score: 0

Accepted Answers:
(B) Predatory pricing

9) Consider the following and choose the correct option:

1 point

The advertisement of XYZ energy drinks is shown on TV specifically in the middle of programs for the children. In its advertisement, two very popular toys are promised as gifts with each purchase of the drink. Market survey shows that sales has shot up after the advertisement has been on TV. However, government agencies report that the drink has excessive sugar in it, and other ingredients that may not be good for children. In this particular case, the advertisement targets:

- (A) Emotionally vulnerable customer
 (B) Socially vulnerable customer
 (C) Cognitively vulnerable customer
 (D) Physically vulnerable customer

No, the answer is incorrect.
Score: 0

Accepted Answers:
(C) Cognitively vulnerable customer

10) Consider the following statements and choose the true statement from the given:

1 point

- (i) Sustainable consumption encourages sacrificing the comfortable, but wasteful easy-going life style.
 (ii) Sustainable consumption ensures the basic needs of present generation, yet protects the needs of future generation.
 (iii) Sustainable consumption means more production, more employment, but less income.
 (iv) Sustainable consumption itself is not a sustainable practice.

- (A) Only (i) is true
 (B) Both (ii) & (iii) are true
 (C) Both (i) & (ii) are true
 (D) Only (iv) is true

No, the answer is incorrect.
Score: 0

Accepted Answers:
(C) Both (i) & (ii) are true