

Shyam Lal College University of Delhi

Teaching Plan

Course Name : B.Com. (Hons.): Semester – VI (CBCS)						
Semester	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
VI	BCH 6.3 (DSE) UPC: 22417602	CONSUMER AFFAIRS AND CUSTOMER CARE	60			06
Teacher/Instructor(s)		Dr Gurmeet Singh				
Session		2023-24				

Course Objective:

This paper seeks to familiarize the students with their rights and responsibilities as a consumer within the social and legal framework of protecting the consumers in India. It also provides an understanding of the mechanism available for address of consumer complaints and the role played by different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the related regulatory and business environment.

Course Learning Outcomes:

- **To understand the importance of the consumer buying process and to identify the ethical and legal issues in advertisements and in packaging.**
- **To learn how to pursue the consumer rights under consumer protection act 1986.**
- **To understand the procedure of filing a complaint.**
- **To analyse the role of industry regulators in consumer protection.**
- **To comprehend the hearings, enquiry and appeal provisions**

Teaching Plan:

Unit No.	Learning Objective	Lecture No.	Topics to be covered
1.	Conceptual Framework	1	Introduction, Concept of Consumers – What is Consumer buying behavior?
		2	
		3	Types of Buying Behaviour, Consumer Buying Process and Post purchase behaviour
		4	Consumer grievances–Private Action and Public Action
		5	Conciliation and Intermediation
		6	Marketplace, Marketspace, Classification of Markets – Traditional and Modern,Urban and Rural.
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		8	E-Commerce and its Category, What is Grey Market?
		9	When is Advertising Deceptive? Legal Aspects of Advertising and Deceptive Packaging, Self-Regulation by the Advertising Industry, Agencies Involved in Self-Regulation.
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		11	Consumer Movement in India – an Introduction, and Timeline.Recent Developments in Consumer Protection in India.
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		13	Consumer Organizations – Objectives & Functioning. Some Prominent consumer organizations.Consumerism
		14	Wholesale Price and Retail Price, Key difference between them, MRP,Fair Price and GST
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2	THE CONSUMER PROTECTION ACT, 1986	16	An Introduction, Objectives of CPA 1986, Basic Definitions, Needs for Consumer Protection, Rights of Consumers under CPA 1986, Duties of the Consumers.UN Guidelines on Consumer Protection.
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		18	Introduction to Organizational Setup under CPA, Advisory Bodies,Consumer Protection Councils
		19	The Adjudicatory Bodies under CPA 1986:Composition,Power and Jurisdiction.
		20	
21	Role of Supreme Court and Cases.		
3	GRIEVANCE REDRESS MECHANISM UNDER THE CPA, 1986	21	An Introduction, Who can file a Complaint? Grounds of Filing A Complaint,Limitation Period, Procedure for Filing the Complaint.
		22	Reliefs Available to Consumers, Remedies, Enforcement of order,Frivolous and vexatious Complaints
		23	
		24	Cases on Electricity,Telecommunications,Education,unfair Trade Practices
		25	Cases on Banking,Insurance,Housing and Real Estate
4	CONSUMER PROTECTION IN INDIA	26	BIS, ISI MARK, Agmark- Regulatory Requirements and Procedure for Certification.Voluntary Standards.
		27	Mandatory BIS Certification – 109 Products, ISO 10000 Series of Quality Standards and Consumer Grievance Redressal.
		28	Examples of Consumer Advocacy Groups, Campaigning for Policy Intervention
		29	Guidelines on Direct Selling, Confonet, Grahak Suvidha Kendras, National Consumer Helpline, Citizens Charter
		30	Product Testing, Centre for Consumer Studies, Smart Computer Application

		31	Banking: RBI and Banking Ombudsman
		32	Telecommunications
		33	Insurance: Insurance Regulatory and Development Authority of India
		34	Food Items: Food Safety and Standards Authority of India
		35	ASCI
		36	RERA Act
5.	COMPETITION LAW	37	An Introduction, Enactment of Competition Act, 2002
		38	Objectives and Salient Features of Competition Act, 2002
		39	
		40	Prohibition of anti-competitive agreements; Prohibition of Abuse of Dominant Position; Regulation of Combination
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		42	Composition and Powers of Competition Commission of India
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		44	Complaints and Procedures For Investigation, Hearings and Enquiry and Appeal Provisions.
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		47	Leading Landmark Judgements by Competition Commission of India
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6.	Assessment and Project Work	51	Discussion of Previous Year question papers, Case Studies followed by Assessment and Project Work and Revision
		52	
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		55-60	

Evaluation Scheme:

No.	Component	Duration	Marks
1.	Internal Assessment		25
	• Quiz		
	• Class Test		
	• Attendance		
	• Assignment		
2.	End Semester Examination	3 Hrs.	75