

## **M.A.H.SC. – 205 Consumer Education(inter disciplinary)**

### **Objective:**

1. To create an awareness among the students about consumer education.
2. To enable students to learn protecting consumer interest.
3. To develop understanding regarding procedure of brand, packaging and labeling.
4. To help student to learn about buying process.

### **Unit – 1:**

- Importance of consumer education.
- Definition of consumer.
- Consumer's rights and responsibilities .

### **Unit – 2:**

- Factors affecting buying decisions
- Buying and choice making problems faced by the consumer in present days market.
- Producer's aid to consumer.
- Brand
- Packaging
- Labeling
- Price

### **Unit – 3:**

- Consumer protection laws and their need to protect consumer interest.
1. Prevention of food adulteration act.
  2. Fruit product order 1961.
  3. Agmark Act – 1973.
  4. Meat product order.
  5. Food & Drug administration act.
  6. Electrical equipment quality control act – 1976.

### **Unit – 4: Consumer protection agencies**

1. Legal guidance center.
2. Consumer education research center.
3. Consumer guidance society of india.
4. Advertising as marketing aid.

### **References:**

1. "Consumer Education" by Gundotra and Divatia.
2. A consumer guide for home makers by Neelam Khetarpal & Indu Grover.
3. Marketing Management – Philip Kotler.
4. Marketing Management – Vijay Bhasotia.
5. Samaj Shastra na Mul Tatvo by Tara Patel.
6. Malchandani N.M. "Consumer Protection Act" 1991.