



ARSD College, University of Delhi

Model Course Handout/Lesson 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. Ms. ANAMIKA KADAM				
Session		2021-22				

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 consumer buying process and to identify the ethical and
- ✓ To 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

Lesson 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
		4	Consumer Buying Motives – Internal & External Motives.
		5	Marketplace, Marketspace, Classification of Markets – Traditional and Modern
		6	
		7	E-Commerce and its Category, What is Grey Market? Ethics in Advertising
		8	When is Advertising Deceptive? Legal Aspects of Advertising, Self-Regulation by the Advertising Industry, Agencies Involved in Self-Regulation, Need for Consumer Action, Advertising Dos and Dents
		9	
		10	Concept of Price – An Introduction, General Factors Determining Price, MRP – Advantages, Disadvantages & Criticism against MRP
		11	
		12	Wholesale Price and Retail Price, Key difference between them, Taxes in India – Local Taxes, Fair and Reasonable Price
		13	

		14	BIS, ISI MARK, Agmark- Regulatory Requirements and Procedure for Certification
		15	Mandatory BIS Certification – 109 Products, ISO 10000 Series of Quality Standards
		16	
2	THE CONSUMER PROTECTION ACT, 1986	17	An Introduction, Objectives of CPA 1986, Basic Definitions, Needs for Consumer Protection, Rights of Consumers under CPA 1986, Duties of the Consumers.
		18	
		19	Introduction to Organizational Setup under CPA, Advisory Bodies,
		20	The Adjudicatory Bodies under CPA 1986, Highlights from New CPA 2019
		21	
3	GRIEVANCE REDRESS MECHANISM UNDER THE CPA, 1986	22	An Introduction, Who can file a Complaint? Grounds of Filing A Complaint, Content of Complaint, Where should the Complaint be Filed?
		23	Reliefs Available to Consumers, Procedure for Filing the Complaint, Jurisdiction of Appeals, Temporary Injunction, Filing a Complaint in Consumer Forum – Advantages and Fee Structure.
		24	
		25	Cases on Electricity
		26	Cases on Banking
		27	Other Leading Cases
4	CONSUMER PROTECTION IN INDIA	28	Consumer Movement in India – an Introduction, and Timeline
		29	
		30	Consumer Organizations – Objectives & Functioning. Some Prominent consumer organizations
		31	Examples of Consumer Advocacy Groups, Campaigning for Policy Intervention
		32	The Consumer Protection Bill, 2018, Grievance Against Misleading Advertisements (GAMA)
		33	Guidelines on Direct Selling, Confonet, Grahak Suvidha Kendras, National Consumer Helpline, Citizens Charter
		34	Product Testing, Centre for Consumer Studies, Smart Computer Application
		35	Banking: RBI and Banking Ombudsman
		36	Telecommunications
		37	Insurance: Insurance Regulatory and Development Authority of India
		38	Food Items: Food Safety and Standards Authority of India
		39	Electricity Supply: Delhi Electricity Regulatory Communication
		40	Civil Aviation: DGCA
		41	RERA Act
5.	COMPETITION LAW	42	An Introduction, Enactment of Competition Act, 2002
		43	Objectives and Salient Features of Competition Act, 2002
		44	
		45	Inquiry into Combination by Commission, Relevant Geographic Market Factors, Product Market Factors
		46	
		47	Complaints
		48	
		49	Appeal to Appellate Tribunal
		50	
		51	Leading Landmark Judgements by Competition Commission of India
		52	
		53	
		54	
		55	
	Assessment and Project Work	56	Discussion of Previous Year question papers, Case Studies followed by Assessment and Project Work
		57	
		58	
		59	
		60	

Evaluation Scheme:

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

Details of the Course		
Unit	Contents	Contact Hours
I	Conceptual Framework – Consumer and Markets, Experiencing Dissatisfaction, Quality and Standardization	16
II	The Consumers Protection Act, 1986 – Objectives and Basic Concepts, Adjudicatory Bodies	05
III	Grievance Redress Mechanism under the CPA, 1986, Grounds of Filing a Complaint, Procedure for filing Complaints, Reliefs which can be provided to consumers, Offences and Penalties, Leading Cases decided under CPA 1986	06
IV	Consumer Movement in India, Industry Regulators and Consumer Complaint Redressal Mechanism	14
V	Competition Law and Competition Act 2002	14
	Discussion of Case Studies, Assessment and Project Work	05
	Total	60

Suggested Books:

Sl. No.	Name of Authors/Books/Publishers	Year of Publication/Reprint
1	Aggarwal V. K., Consumer Protection: Law and Practice, Bharat Law House, Delhi	2018
2	Kapoor Sheetal, Consumer Affairs and Customer Care, 2nd Edition, Galgotia Publishing Company	2019
3	Rajya Laxmi Rao, Consumer is King, 3rd Ed. Universal Law Publishing Company	2012
4	Sharma, Deepa, Consumer Protection and Grievance-Redress in India (LAP LAMBERT, Germany)	2011
5	Choudhary, R. N., Consumer Protection: Law and Practice. 5th Ed. Bharat Law House, Delhi	2005
6	Consumer Voice Magazine	

Mode of Evaluation:

Internal Assessment / Project Work / Presentations / End Semester Exam

Progress Report:

Unit No.	Learning Objective	Date	Topics to be covered		
1.	Conceptual Framework		Introduction, Concept of Consumers – What is consumer buying behavior?		
			Types of Buying Behaviour, Consumer Buying Process		
			Consumer Buying Motives – Internal & External Motives.		
			Marketplace, Marketspace, Classification of Markets – Traditional and Modern		
			E-Commerce and its Category, What is Grey Market? Ethics in Advertising		
			When is Advertising Deceptive? Legal Aspects of Advertising, Self-Regulation by the Advertising Industry, Agencies Involved in Self-Regulation, Need for Consumer Action, Advertising Dos and Dents		
			Concept of Price – An Introduction, General Factors Determining Price, MRP – Advantages, Disadvantages & Criticism against MRP		
			Wholesale Price and Retail Price, Key difference between them, Taxes in India – Local Taxes, Fair and Reasonable Price		
			BIS, ISI MARK, Agmark- Regulatory Requirements and Procedure for Certification		
			Mandatory BIS Certification – 109 Products, ISO 10000 Series of Quality Standards		
		2	THE CONSUMER PROTECTION ACT, 1986		An Introduction, Objectives of CPA 1986, Basic Definitions, Needs for Consumer Protection, Rights of Consumers under CPA 1986, Duties of the Consumers.
					Introduction to Organizational Setup under CPA, Advisory Bodies,
	The Adjudicatory Bodies under CPA 1986, Highlights from New CPA 2019				
3	GRIEVANCE REDRESS MECHANISM UNDER THE CPA, 1986		An Introduction, Who can file a Complaint? Grounds of Filing A Complaint, Content of Complaint, Where should the Complaint be Filed?		
			Reliefs Available to Consumers, Procedure for Filing the Complaint, Jurisdiction of Appeals, Temporary Injunction, Filing a Complaint in Consumer Forum – Advantages and Fee Structure.		
			Cases on Electricity		
			Cases on Banking		
			Other Leading Cases		
4	CONSUMER PROTECTION IN INDIA		Consumer Movement in India – an Introduction, and Timeline		
			Consumer Organizations – Objectives & Functioning. Some Prominent consumer organizations		
			Examples of Consumer Advocacy Groups, Campaigning for Policy Intervention		
			The Consumer Protection Bill, 2018, Grievance Against Misleading Advertisements (GAMA)		
			Guidelines on Direct Selling, Confonet, Grahak Suvidha Kendras, National Consumer Helpline, Citizens Charter		
			Product Testing, Centre for Consumer Studies, Smart Computer Application		
			Banking: RBI and Banking Ombudsman		
			Telecommunications		
			Insurance: Insurance Regulatory and Development Authority of India		
			Food Items: Food Safety and Standards Authority of India		
			Electricity Supply: Delhi Electricity Regulatory Communication		
			Civil Aviation: DGCA		
5.	COMPETITION LAW		RERA Act		
			An Introduction, Enactment of Competition Act, 2002		
			Objectives and Salient Features of Competition Act, 2002		

			Inquiry into Combination by Commission, Relevant Geographic Market Factors, Product Market Factors
			Complaints
			Appeal to Appellate Tribunal
			Leading Landmark Judgements by Competition Commission of India
	Assessment and Project Work		Discussion of Previous Year question papers, Case Studies followed by Assessment and Project Work