

Case study of Consumer Protection

Worksheet 15

Q.1 Which consumer right gives the business firm freedom to setup their own consumer services and grievance cell.

Q.2 Sandeep purchased a diesel Car for Rs. 7 lakhs from an automobile company and found that engine is defective. Despite many complaints the defect was not rectified. Suggest to him the appropriate authority where he can file the complaint under consumer protection act.

Q.3 Rajiv, a consumer purchased medicines without noticing the date of expiry. He also did not obtain the cash memo. Do you think he will be able to protect himself by the loss caused due to expired medicine? Give reasons to support your answer.

Q.4 Sonu purchased a medicine from 'Alpha Medical Stores' for his wife who had stomach pain. But even after giving the medicine, wife's condition did not improve and she had to be admitted to a nearby hospital for treatment. Doctor on examination found that the medicines given to Sonu's wife were spurious. Sonu complained about this to Alpha Medical Store as a result Alpha medical decided to file a complaint against the manufacturers in the consumer court.

Can Alpha Medical Store lodge the complaint? Give reason.

Q.5 On securing 95% marks in class 12th Ram's father gifted him a gold chain. But after 2 months, Ram noticed that the gold chain was losing the shine. He checked the mark district forum, which rejected it. Not satisfied by the decision of district forum, he was very much disturbed and after 45 days, he decided to appeal further.

Can Ram appeal against the decision of the district forum? Give reasons in support of your answer.

Q.6 'Sehaj bought Teak wood furniture for his drawing room from 'Akshay Decors' of Kirti Nagar, Delhi for Rs. 4 lacs. At the time of purchase the firm assured Sehaj about the best quality of the said furniture and gave 2 years warranty stating that if anything goes wrong the firm shall replace it with a new one or refund the purchase amount but the dining table and chairs started developing cracks at various places and the polish became very dull within 30 days of purchase. Sehaj reported the matters to the firm and requested a no. of times to replace the furniture. The firm neither paid attention to the request nor replaced the furniture.

(a) Identify the consumer rights which have been violated.

(b) Where can Sehaj lodge his complaint?

(c) Mention two values which has been violated by the firm.

Q.7 Bhuvan saw an advertisement in the newspaper regarding a steam iron and ordered for the purchase of the same to shopkeeper. What will be his responsibilities as a consumer so that he should not be exploited by the shopkeeper? Write any four such responsibilities.

Q.8 Anita purchased a book from 'Satish book store. While reading the book she found that 10 pages were missing. She approached the seller and complained about the missing pages. The seller promised that if the publisher was ready to change the book he would change the same. After a week the seller informed Anita that the publisher had refused to change the book. Where can Anita file a complaint against the seller of the book? Given reasons in support of your answer.

Q.9 Radha found a worm crawling out of a newly opened tetra pack of a juice manufactured by a reputed company Zest Limited. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts failed, she went to a consumer activist group for seeking help. The group decided to help Radha and take measures to impose restrictions on the sale of firm's product of the particular batch and urge customers to refrain from buying products of the company, Zest Ltd. The company lost its image in the market. The CEO gives the responsibility of bringing back the lost image of the company to a manager.

(a) Identify the concept of Marketing management which will help the manager getting the firm out of the above crisis.

(b) Also explain the role of the above identified concept.

Q.10 Himesh after completing his graduation started working with a MNC in Delhi. But due to ill health of his parents he had to go back to his village. He noticed that the villager were literate but ignorant about their rights. Many vegetable vendors were still using stones as weights and few shopkeepers were selling food items without having FPO mark. Villagers did not find anything wrong with these practices. Himesh decided to publish a weekly journal 'Jan Jagrati' to create awareness among villagers. State and Explain the right which Himesh has exercised by doing so.