

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**

**General Elective Course Offered by the Department of Commerce to students of  
B.A / B.Sc. / B.Com. / B.Com CS/ B.Com A & F/ B.C.A. / B.V.A Degree Programmes**

**SYLLABUS**

(Effective from the academic year 2019 -2020)

**CUSTOMER CARE AND PROTECTION**

**CODE: 19CM/GE/CC22**

**CREDITS : 2**

**L T P : 2 0 0**

**TOTAL TEACHING HOURS: 26**

**OBJECTIVES OF THE COURSE**

- To sensitize students to the need for customer protection
- To provide an understanding to the students about the legal measures for customer protection in India
- To understand the role of different agencies in establishing product and service standards
- To analyze the Consumer Awareness Programmes in India

**COURSE LEARNING OUTCOMES**

On successful completion of the course, students will be able to

- Acquaint with their rights as a Consumer
- Understand the procedures to redress Consumer Complaints
- Comprehend the basic procedures for handling Consumer Dispute
- Gain knowledge about the emerging issues and policies relating to Consumer Protection

**Unit 1 (8 Hours)**

**Conceptual Framework**

1.1 Consumer and Markets

1.1.1 Concept of Consumer, Nature of Market

1.1.2 Concept of Price – Wholesale and Retail, Maximum Retail Price

1.1.3 Labelling and Pricing

1.2 Customer Satisfaction and Dissatisfaction-Factors

1.3 Rights of the Consumers

**Unit 2 (10 Hours)**

**Grievance Redressal Mechanism**

2.1 Types of Complaints-Frivolous Complaints and Vexatious Complaints

2.2 Grounds of Filing a Complaint, Procedure, Relief, Legal and Voluntary Measures

2.3 Doctrine of Caveat Emptor, Caveat Emptor Venditor

2.4 Role of the Media and Government

### **Unit 3**

#### **Consumer Protection in India**

**(8 Hours)**

3.1 Recent Developments in Consumer Protection in India

3.2 COPRA

3.3 Legal Cases in India

3.3.1 Banking- RBI and Banking Ombudsman

3.3.2 IRDA

3.3.3 Telecommunication-TRAI

3.3.4 Food Products-FSSAI

3.3.5 Advertising-ASCI

#### **BOOKS FOR STUDY**

Dr. Roopa Om Mathur-*Consumer protection* - Vayu Education of India.

Agarwal V.K. *Consumer Protection Law and Practice*, 5th ED, New Delhi. BLH Publishers, Distributors Pvt Ltd 2009

#### **BOOKS FOR REFERENCE**

Barowalis JN *Commentary on the consumer Protection Act*, 3rd Ed, Delhi. Universal Law Publishing Co. Pvt Ltd 2008

Dugar SM *Commentary on Consumer Protection Law*, Vol.2. 4th Ed, Nagpur. Wadha and Company 2006

Gambhir Cheena, *Consumer Protection Administration - Organization and Working*, New Delhi. Deep and Deep Publication Pvt Ltd 2007

#### **JOURNALS**

Consumer Protection Judgements (CPJ)

Recent Issues of Magazines-Insite

Consumer Voice

#### **WEB RESOURCES**

[www.ncdrc.nic.in](http://www.ncdrc.nic.in)

[www.trai.gov.in](http://www.trai.gov.in)

[www.fssai.gov.in](http://www.fssai.gov.in)

#### **PATTERN OF ASSESSMENT**

**Continuous Assessment Test:**

**Total Marks: 25**

**Duration: 1 hour**

**Other Component**

**Total Marks: 25**

Assignments/Objective Test/Quiz/Presentation

**No End Semester Examination**