

**GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**

**OPEN ELECTIVE COURSES - 9**

**BBA(Digital Marketing) Semester V**

**UGOE501: Consumer Protection**

**Course objective:** - The purpose of this course is to acquaint students with their rights and obligations as consumers as well as the process for filing complaints. The student should be able to understand how businesses interact with customers as well as the relevant business and regulatory environments.

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**Syllabus & Detailed Contents**

Unit	Content	Hrs./Weight age
<b>Unit 1:</b>	<b>The Consumer Protection Act, 2019:</b> Genesis of the Consumer Protection law in India; Basic concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods, unfair trade practice, restrictive trade practice, unfair contract, product liability, consumer rights. Organizational Set up under the CPA, 2019: Advisory bodies: Consumer Protection Councils at the Central, State, and District level: Composition and role. Central Consumer Protection Authority: Composition and Powers; Adjudicatory bodies: District Commission, State Commission, and National Commission: Composition and Jurisdiction (Territorial and Pecuniary). Role of Supreme Court under the CPA with relevant case laws. Consumer Mediation Cell	<b>12/25%</b>
<b>Unit 2:</b>	Grievance Redress Mechanism under the CPA, 2019 Who can File a Complaint? Grounds of Filing a Complaint, Limitation Period, Procedure for Filing and Hearing of Complaint, Reliefs provided, Appeal, Enforcement of Order, Offences and Penalties. Leading cases decided by the National Commission/Supreme Court under the CPA in: Medical service, Banking, Insurance, Housing Construction, Education, defective product, Unfair Trade Practices.	<b>12/25%</b>
<b>Unit 3:</b>	Banking: Banking Ombudsman Scheme Insurance: Insurance Ombudsman Food Products: FSSAI Advertising: ASCI Housing Construction: RERA Telecom: Role of TRAI Role of. Central Consumers Protection Authority (CCPA) : under CPA, 2019	<b>11/25%</b>
<b>Unit 4:</b>	Developments in Consumer Protection in India: Consumer Movement in India; Voluntary Consumer Organizations (VCOs); National Consumer Helpline, GAMA, CONFONET, e-daakhil, Quality and Standardization: AGMARK, ISI mark, Hallmarking, Consumer Grievance Redressal under the BIS Act, 2016. Role Of Energy Rating and Energy standards, Role of ISO and international standard	<b>10/25%</b>

**Course Learning Outcomes (CLO)**

**On completion of this course, the students will be able to:**

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	<b>Understanding</b>	Describe the concept of consumer and post-purchase voicing of consumer grievances.	2
CO2	<b>Applying</b>	Demonstrate how to exercise the consumer rights provided under Consumer Protection Act, 2019.	3
CO3	<b>Understanding</b>	Comprehend the filing, hearings, and appeal provisions.	2
CO4	<b>Analyzing</b>	Identify the role of industry regulators in consumer protection	4
CO5	<b>Applying</b>	Demonstrate the impact of standards on quality of products.	3

*Valdang*

*Meek Dhr*

*Shukla*

*SLR*

## **SUGGESTED READINGS**

### **Textbooks:**

1. Khanna, S R and Hanspal, Savita (2020), Consumer Affairs & Customer Care, (1 st ed.), VOICE Society (Regd.), Delhi.
2. Patil, Ashok, R. (2022), Landmark Judgments on Consumer Protection and Law: 2008-2020, e-book, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)
3. Kapoor, Sheetal (2021), Consumer Affairs and Customer Care, (1st ed.), Scholar Tech Press, Delhi

### **Reference Books**

1. Rao, Rajyalakshami (2022), Consumer is King, Universal Law Publishing Company, Delhi
2. Aggarwal, V. K. (2021), Law of Consumer Protection, (4 th ed.), Bharat Law House, Delhi

v. dhingra

Mahdlyi

Shukla

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