

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL
LESSON-PLAN

Class: BBA 3rd YEAR

Semester: 6th

Subject: Consumer Protection

Session: 2021-22

| Lecture Number | Topic |
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| 1-22 | UNIT 1 |
| | Concept and types of consumers. |
| | Need of consumer protection. |
| | Approaches of consumer protection. |
| | Consumer buying motives. |
| | Doctrine of caveat emptor and caveat venditor. |
| | Basic consumer rights. |
| 1-20 | UNIT 2 |
| | Measures for consumer protection in India. |
| | Consumer protection Act. |
| | Mechanism for consumer protection. |
| 1-18 | UNIT 3 |
| | MRTP Act and consumer protection. |
| | Competition Act and consumer protection. |

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| | Role of consumer organisation in consumer protection. |
| | Business self- regulation. |
| | Consumer Awareness(Role of media and Government) |
| 1-20 | UNIT 4 |
| | Recent development in consumer protection movement. |
| | Consumer information and knowledge. |
| | Ethical marketing and consumer protection. |
| | Ethics in advertising. |
| | Consumer protection in India. |

Ms. Ruchika Tuli