

CCT QUESTION

SUBJECT: BUSINESS STUDIES

MAX.MARKS:4

CLASS: XII COMMERCE

In a bustling city, "Galaxy Hub," a well-known electronics retailer, recently launched an advanced tablet that was heavily marketed with claims of a 12-hour battery life, high-resolution display, and a two-year warranty. The promotional materials featured glowing reviews and testimonials, which created high consumer expectations.

After several customers purchased the tablet, many quickly discovered that the battery lasted only around 6 hours under normal use, significantly less than advertised. Additionally, users reported that the tablet often froze during basic operations, leading to frustration and dissatisfaction.

Feeling misled, a group of customers decided to unite and visit the store manager, Mr. Vaisakh. They expressed their grievances about the misleading advertising and the poor performance of the product. Mr. Vaisakh listened but explained that the company was not responsible for the advertisements and that the battery life could vary based on usage. He offered to exchange the faulty tablets but did not mention refunds.

Some customers felt this was insufficient and wanted to escalate their complaints. They were aware of their rights as consumers but were uncertain about the next steps. They wanted to ensure that their voices were heard and that they received fair treatment.

1. **In this scenario, which consumer right is most evidently being violated by Galaxy Hub's advertising?**
 - A) Right to Safety
 - B) Right to be Informed
 - C) Right to be assured
 - D) Right to Seek Redressal
2. **What is one responsibility of consumers that would apply to the customers in this case?**
 - A) To remain silent about their dissatisfaction.
 - B) To thoroughly research the product before making a purchase.
 - C) To directly blame the store manager for the issue.
 - D) To demand immediate compensation without evidence.
3. **If the customers approach Mr. Vaisakh and their complaint is not satisfactorily resolved, which authority should they approach next to file a formal complaint?**
 - A) The police department.
 - B) District Commission.
 - C) The manufacturer of the tablet.
 - D) The advertising agency that promoted the tablet.

4. **If the issue remains unresolved after the local consumer forum, what is the next step for customers to escalate their complaint?**
- A) State Commission
 - B) Post their experience on social media
 - C) Seek legal counsel immediately
 - D) Approach local media outlets

Answers

- 1. B) Right to be Informed
- 2. B) To thoroughly research the product before making a purchase.
- 3. B) District Commission.
- 4. A) State Commission