

Unit Title: Being A Critical Consumer
Unit Level: Entry 2
Unit Credit Value: 2
GLH: 20
LASER Unit Code: WJB172
Ofqual Unit Code: A/502/5482

This unit has 6 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know what is meant by 'impulse buying' and 'shopping around'.	1.1	Give an example of 'impulse buying' and an example of 'shopping around'.
2.	Know some ways supermarkets seek to maximize sales.	2.1	Identify three ways by which supermarkets encourage customers to spend more money.
3.	Be able to compare prices from different suppliers.	3.1	Compare prices of three common household items from two different suppliers, e.g. local shops, supermarkets, on-line retailers.
4.	Know that there are sources of information to assist the consumer.	4.1	Identify two sources of information to assist with sensible buying, e.g. consumer magazines, price comparison websites.
5.	Know about consumer rights in relation to buying in shops.	5.1	Communicate two circumstances in which customers have a right to a refund on goods purchased in a shop and two circumstances in which they do not.
		5.2	Communicate something customers can do if they are not satisfied with the way a shop deals with a complaint.
6.	Know about differences between credit and debit cards.	6.1	Identify, from given material, the main difference between a credit card and a debit card.

Assessment Guidance:

NA

Additional Information:

NA