

# LEARNING STRAND 4 LIFE AND CAREER SKILLS

## MODULE 7: WISE CONSUMPTION

ALS Accreditation and Equivalency Program: Junior High School







## **WISE CONSUMPTION**

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**LIFE AND CAREER SKILLS  
MODULE 7**

**ALS Accreditation and Equivalency Program:** Junior High School  
**Learning Strand 4:** Life and Career Skills  
**Module 7:** Wise Consumption

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*and*

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# User's Guide

## *For the ALS Learner:*

Welcome to this Module entitled Wise Consumption under Learning Strand 4 Life and Career Skills of the ALS K to 12 Basic Education (BEC).

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning resource while being an active learner.

This module has the following parts and corresponding icons:



### *Let's Get to Know*

This will give you an idea of the skills or competencies you are expected to learn in the module.



### *Pre-assessment*

This part includes an activity that aims to check what you already know about the lesson. If you get all the answers correct (100%), you may decide to skip this module.



### *Setting the Path*

This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.



### *Trying This Out*

This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.



### *Understanding What You Did*

This includes questions that process what you learned from the lesson.



### *Sharpening Your Skills*

This section provides an activity that will help you transfer your new knowledge or skill in real-life situations or concerns.



### *Treading the Road to Mastery*

This is a task which aims to evaluate your level of mastery in achieving the given learning competency.



### *Don't Forget*

This part serves as a summary of the lessons in the module.



### *Explore More*

In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned. This also tends retention of learned concepts.

### *Reach the Top*

This part will assess your level of mastery in achieving the learning competencies in each lesson in the module.

### *Answer Key*

This contains answers to all activities in the module.

### *Glossary*

This portion gives information about the meanings of the specialized words used in the module.

At the end of this module you will also find:

***References***

This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer the Pre-assessment before moving on to the other activities included in the module.
3. Read the instruction carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your ALS Teacher/Instructional Manager/Learning Facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your ALS Teacher/Instructional Manager/Learning Facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!

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## MODULE 7

# LET'S GET TO KNOW

Lara is fond of online shopping. She downloaded almost all of the e-commerce platforms in her phone. Whether payday or not, she cannot stop herself from adding items to her cart. Her husband gets angry as they receive products almost every day– morning, afternoon, even weekends. One day, she ordered a set of bomber jackets for her husband, a set of Korean dresses for herself, and a pair of shoes for their son from another random online seller. After receiving the payment and information details, the seller no longer responded.



In this module, you and Jane will learn how to make choices when it comes to consumption habits.

- **Consumer's Rights**

You will be able to discuss the rights and responsibilities of consumers. (LS4LC-SC-PSF-AE/JHS-8)

You will be able to critically analyze information and claims made in advertisements as input to decision-making as a consumer.

(LS4LC-SC-PSF-AE/JHS-9)

- **Consumer Data Protection**

You will be able to demonstrate knowledge and skills in protecting one's privacy as a consumer by using digital technologies.

(LS4LC-SC-PSF-AE/JHS-10)

- **Managing Financial Resources**

You will be able to demonstrate knowledge and skills in financial literacy and consumer economics. (LS4LC-SC-PSF-AE/JHS-11)



## MODULE 7

# PRE-ASSESSMENT

**Directions:** Read each statement carefully and fill in the blank(s) with the correct answer. Choose your answer from the words inside the box. Do this activity on a separate sheet of paper.

1. \_\_\_\_\_ are paid announcements in newspapers, magazines, radio, television, or on the Internet.

<b>Public Notices</b>	<b>Advertisements</b>	<b>Promotions</b>
-----------------------	-----------------------	-------------------

2. The study of how consumers make decisions about what they need and want and how they buy, use, and dispose of goods is called consumer\_\_\_\_\_.

<b>Behavior</b>	<b>Conduct</b>	<b>Etiquette</b>
-----------------	----------------	------------------

3. Consumer\_\_\_\_\_ involves the handling and protection of the sensitive personal information provided by customers.

<b>Protection</b>	<b>Security</b>	<b>Privacy</b>
-------------------	-----------------	----------------

4. The ability to make smart decisions with money refers to \_\_\_\_\_ literacy.

<b>Arithmetic</b>	<b>Financial</b>	<b>Economic</b>
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5. \_\_\_\_\_ is an item acquired with the goal of generating income.

<b>Investment</b>	<b>Wealth</b>	<b>Property</b>
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## LESSON 1

# SETTING THE PATH

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# CONSUMER'S RIGHTS

At the end of this lesson, you will be able to:



discuss the rights and responsibilities of consumers (LS4LC-SC-PSF-AE/JHS-8); and



critically analyze information and claims made in advertisements as input to decision-making as a consumer (LS4LC-SC-PSF-AE/JHS-9).



## LESSON 1

# TRYING THIS OUT

**Directions:** Determine if the statement represents a **right** or a **responsibility** of a consumer. Do this activity on a separate sheet of paper.

**RIGHT** – A MORAL OR LEGAL ENTITLEMENT TO HAVE OR DO SOMETHING

**RESPONSIBILITY** – SOMETHING YOU HAVE TO DO

\_\_\_\_\_

PROTECTION FROM GOODS AND SERVICES THAT ARE HAZARDOUS TO YOUR HEALTH

\_\_\_\_\_

USE THE PRODUCT SAFELY, FOLLOWING ALL SAFETY INSTRUCTIONS AND REMAINING ALERT FOR FUTURE WARNINGS

\_\_\_\_\_

BE PROVIDED WITH INFORMATION THAT ENSURES ALL PRODUCT STATEMENTS ARE ACCURATE AND TRUTHFUL

\_\_\_\_\_

ANALYZE AND USE INFORMATION ABOUT PRODUCTS WISELY



## LESSON 1

# UNDERSTANDING WHAT YOU DID

## RIGHTS AND RESPONSIBILITIES OF CONSUMERS

The market system is designed to fit the wants and needs of the consumers. However, this does not guarantee that the businesses will treat all of their consumers fairly and accordingly. Some of them cheat on their buyers, that is why there is a need to protect the rights of consumers. Article XVI, Section 9 of the 1987 Constitution declares that “The State shall protect consumers from trade malpractices and from substandard or hazardous products.” The Consumer Act of the Philippines (Republic Act No. 7394) was also passed in 1992 to protect consumers against unfair treatment. The said law gives the consumer the following rights:



1. **Right to Basic Needs** - consumers should be guaranteed that they have access to products designed for their survival

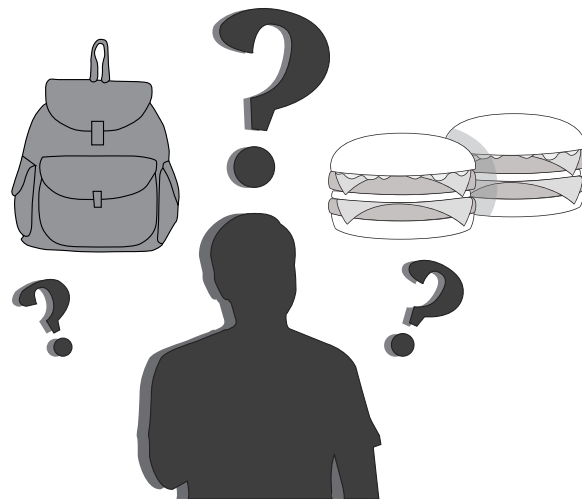


2. **Right to Safety** - consumers should be protected from goods and services that might threaten their safety or pose harm



3. **Right to Information** - advertisements and commercials should provide consumers with correct information regarding their products and services

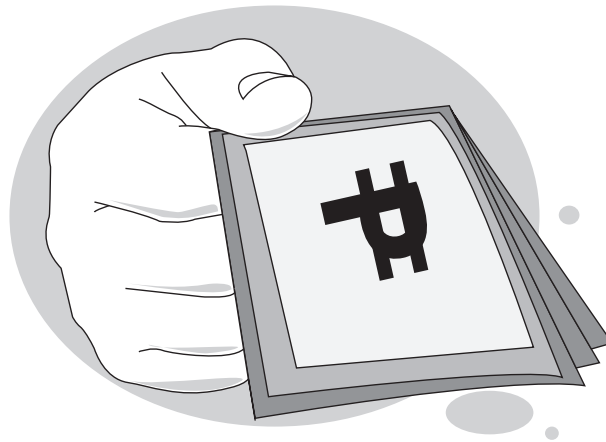




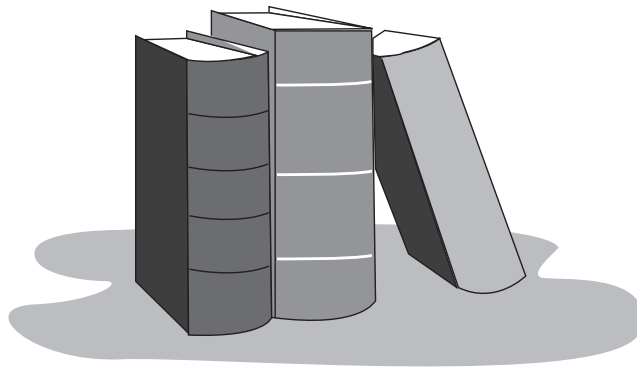
4. **Right to Choose** - consumers should be allowed to have choices that will fit their wants and needs



5. **Right to Representation** - consumers should have representatives in the decision-making of social and economic policies



6. **Right to Redress** - consumers should have the right to demand compensation if ever the goods and services that they availed are different from the information that was given to them



7. **Right to Consumer Education** - businesses, markets, and the government should inform consumers if new policies regarding the purchasing power have been implemented



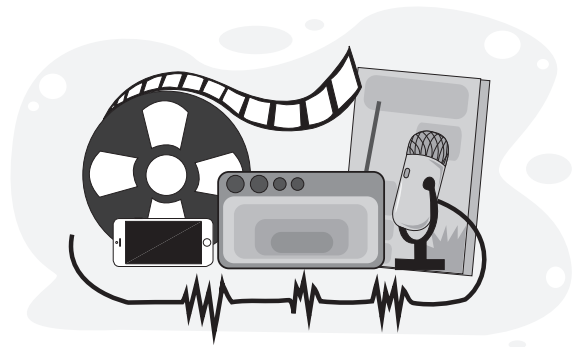
**8. Right to a Healthy Environment** - manufacturers should keep their surroundings clean

To properly implement these rights, we, as consumers, should also be responsible. Here are our responsibilities as consumers (The Manila Times, 2013):

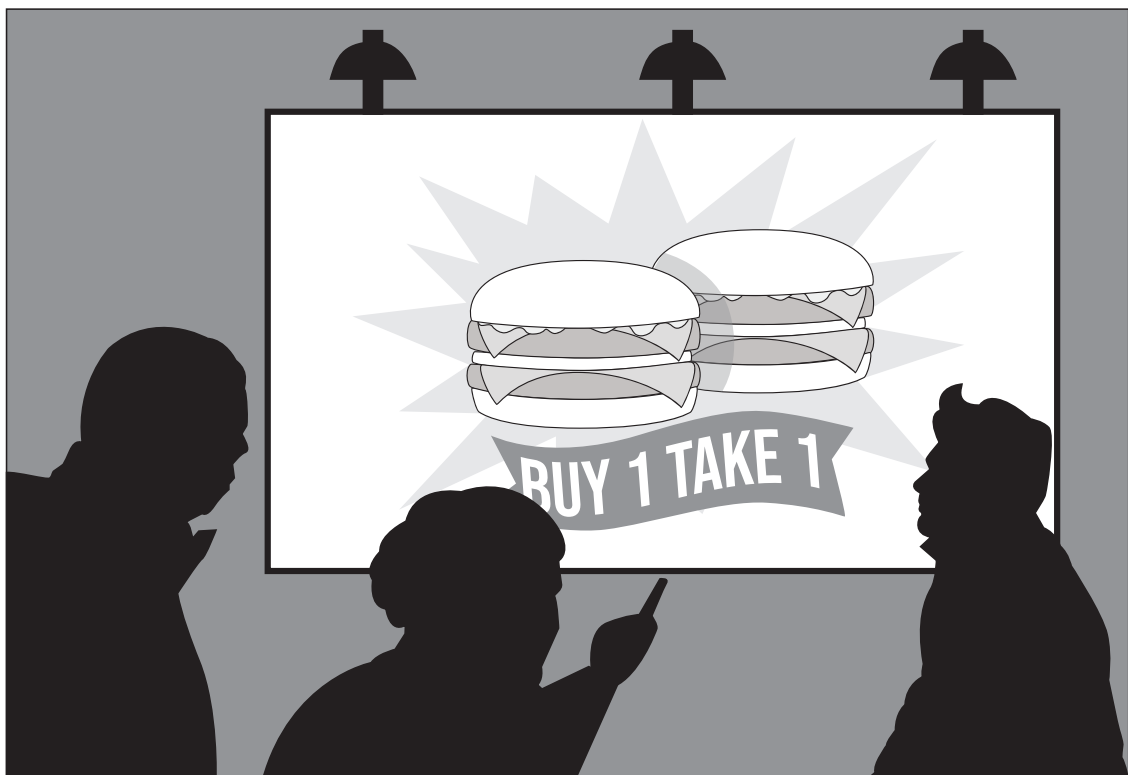
- We should be critically aware of the information regarding the products that we purchase and use.
- We should be assertive of our rights to get ourselves a good deal when choosing which goods and services to buy.
- We should be socially concerned about the needs of other citizens, especially those who are less fortunate.
- We should also help maintain a clean environment in the same manner that we demand a healthy environment from manufacturers.
- As consumers, we should have solidarity to assert our interests better and influence the market in deciding what to offer us.

## EXAMINING PRODUCT ADVERTISEMENTS

Advertisements are product promotions intended to inform and entice possible consumers to purchase goods and services. It comes in many different forms through television, social media, radios, magazines, etc. Some of them are tailored to give out vital



information regarding the product, while some are designed to simply prompt the interest of a consumer. No matter where or how an advertisement is shown, its primary goal is to influence the consumers to buy the product. If an advertisement fails to grab the attention of its target market, it will not impact a consumer's behavior towards the goods or services being advertised.



## LESSON 1

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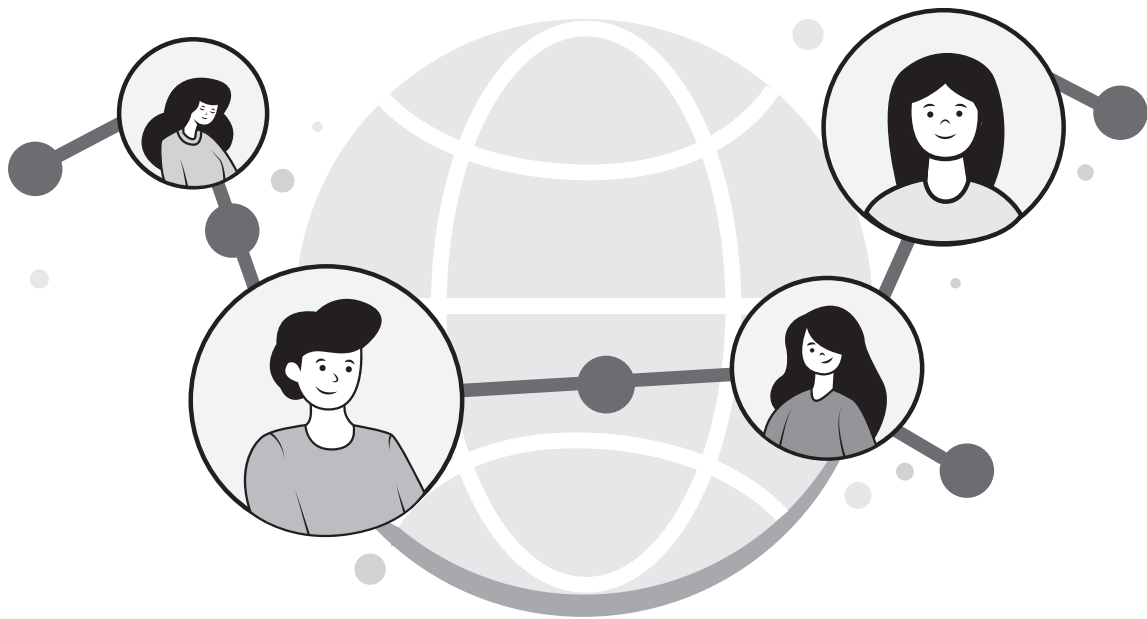
One way of doing this is by letting the audience recognize that they have problems, and these problems can be resolved by the product being advertised. This is a very persuasive method that will make the consumers reassess what they have in life, and make them contemplate if they are satisfied with their lives. If consumers start feeling that they are not satisfied, or something is lacking, they start looking for information and ways to solve their problem. This stage sometimes creates confusion for the consumer because this is where they start comparing different products and services that will fit their new-found need. At this point, advertisements may appear more aggressive in convincing that their product is the perfect solution to the consumer's problem. As consumers evaluate their choices, the advertisers compete with one another, hoping that they will be chosen.

This competition does not need to be an active or specific appeal to a confused consumer. The competition may only exist in a consumer's mind as they fill themselves with more information about the product or service they are looking for. In this phase, advertisements need to have a strong, appealing foundation in which they can successfully influence a consumer's decision-making despite not advertising to them personally.



## LESSON 1

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As a form of information, an **advertisement** aims to create a connection with consumers that will influence their decision-making. That is why advertisements should not only be informative; they should also be entertaining, relatable, and sometimes engaging. The advertisement should convince its audience that the product they are marketing is something that the consumer would want in their lives. They would make the consumer realize that the product they are selling is missing in their lives, and once they buy this item, their lives will be complete.



## LESSON 1

# SHARPENING YOUR SKILLS

- I. **Directions:** Identify which right of a consumer is being shown in each situation below. Determine if it is a right to **basic needs, safety, information, choose, representation, redress, consumer education, or healthy environment.** Do this activity on a separate sheet of paper.

SITUATION	CONSUMER RIGHT
1. Diego bought a liter of fresh milk at the grocery store. He opened it and found out that it was already spoiled. He went back to the store and had it replaced.	
2. The Department of Agriculture assures the people that there is enough supply of rice for the entire rainy season.	
3. A factory in Laguna was immediately closed after it was found out to be non-compliant in terms of sanitation.	
4. Maya, a brand of soap, made sure that all chemicals that might be harmful for some were mentioned in their TV advertisement.	
5. The distribution of vaccines which allegedly gives bad effects to the body was put on hold.	

# LESSON 1

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**II. Directions:** Study the following product advertisements. Cite a positive point and a negative point for each. Do this activity on a separate sheet of paper.



POSITIVE POINT:

NEGATIVE POINT:



POSITIVE POINT:

NEGATIVE POINT:





## LESSON 1

# TREADING THE ROAD TO MASTERY

**Directions:** Read, analyze, and answer the question below. Write an essay consisting of not more than ten (10) sentences. Your answer will be evaluated using the rubric below. Do this activity on a separate sheet of paper.

?

*Why is it important for you to uphold your rights as a consumer?*

Exceeds Expectations (15 points)	Satisfactory (10 points)	Needs Improvement (5 points)
Meaningful response with specific ideas	Sufficiently developed response with enough explanation	Limited response with minimal explanation
Virtually no spelling, punctuation, or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation, or grammatical errors



## LESSON 2

# SETTING THE PATH

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# CONSUMER DATA PROTECTION

At the end of this lesson, you will be able to:



demonstrate knowledge and skills in protecting one's privacy as a consumer by using digital technologies (LS4LC-SC-PSF-AE/JHS-10).



## LESSON 2

# TRYING THIS OUT

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**Directions:** Watch the short clip entitled, “**Wag Magpabiktima**” (<https://youtu.be/yrkrngRgrSw>) and answer the following questions. Do this activity on a separate sheet of paper.

### Storyline of the video:

National Privacy Commission Chairman Raymund Liboro enters the screen. He is in the middle of a park with people enjoying the nature behind him. Facing the camera, he says "If it's good to be true, it probably is. Don't be a victim. It may compromise your privacy."

A girl holding her phone then appears beside him and exclaims, "OMG! I won a BMW!" She then pauses as she realizes that she didn't join any contest. "That's weird, I didn't join any contests or raffles." she said.

Chairman Liboro then walks to another girl who is standing near a promo booth, advertising their offers. the girl then calls his attention, "Hi sir, kindly fill out our online form, and you'll receive free gifts," the girl offered. Chairman Liboro simply looks at the girl with suspicion. His sight then pans unto a guy walking across the screen, holding his phone to his ear. "Yes, that's me." The guy says after a while. The person on the other line responds, "Sir, your five-million peso loan has been approved. I need to verify your full name, address, and birthdate."

Just as the guy was about to respond "My full name is..." Chairman Liboro approaches him and prevents him from disclosing his name. Chairman Liboro then faces the screen and says, "Don't be fooled by these kinds of practices." He then faces the guy and tells him, "Your personal information may be used against you." The guy nods in response.

Chairman Liboro then proceeds to walk in the park while facing the camera, "That is why privacy matters. We are your partner in the National Privacy Commission. Protect your right to privacy. Choose whom to trust with your personal information."

## LESSON 2

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1. What is the video about?

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2. What did you find out from the video that you might not learn anywhere else?

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3. Do you agree with the message of the video? Explain your answer.

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## LESSON 2

# UNDERSTANDING WHAT YOU DID

## CONSUMER PRIVACY

Consumer privacy is when commercial organizations keep data about their consumers private and confidential. It aims to protect the sensitive and personal information that consumers provide during transactions. With the amount of information given and possibly stored by the business, it can be quite alarming as to how these information are kept and used by the business. As consumers, we should be careful of the data that we give out. If we don't, businesses and other organizations might use it for their own advantage without our knowledge.



To protect our privacy, we have rights that are governed by the law. Republic Act (RA) 10173, or the **Data Privacy Act of 2012** (DPA), ensures that the data that we provide to businesses and other organizations are only used for its intended purpose. Responsible



businesses will inform their consumers of how and why they need certain information, letting them know the scope and limits of how they are going to use it. Some will even ask you to sign a waiver or a contract before doing any transaction to avoid problems or miscommunication.

It is your duty as a consumer to know your rights and responsibilities. Before doing any transaction, it must be clear to you as to how your information will be stored and used. If you disagree with what the business or the organization wants to do with your data, do not sign anything and do not transact with them. Proceeding with the transaction only means that you consent what they will do, and you cannot take back what you have agreed upon. Laws and agreements can be tricky, you should be fully aware and informed of what you are doing. This can be as simple as refusing a website to store your credit card information, or not letting them keep your passwords. You always have the choice not to auto-fill. Know your rights, and be responsible enough to watch if any of your rights are being violated.





## LESSON 2

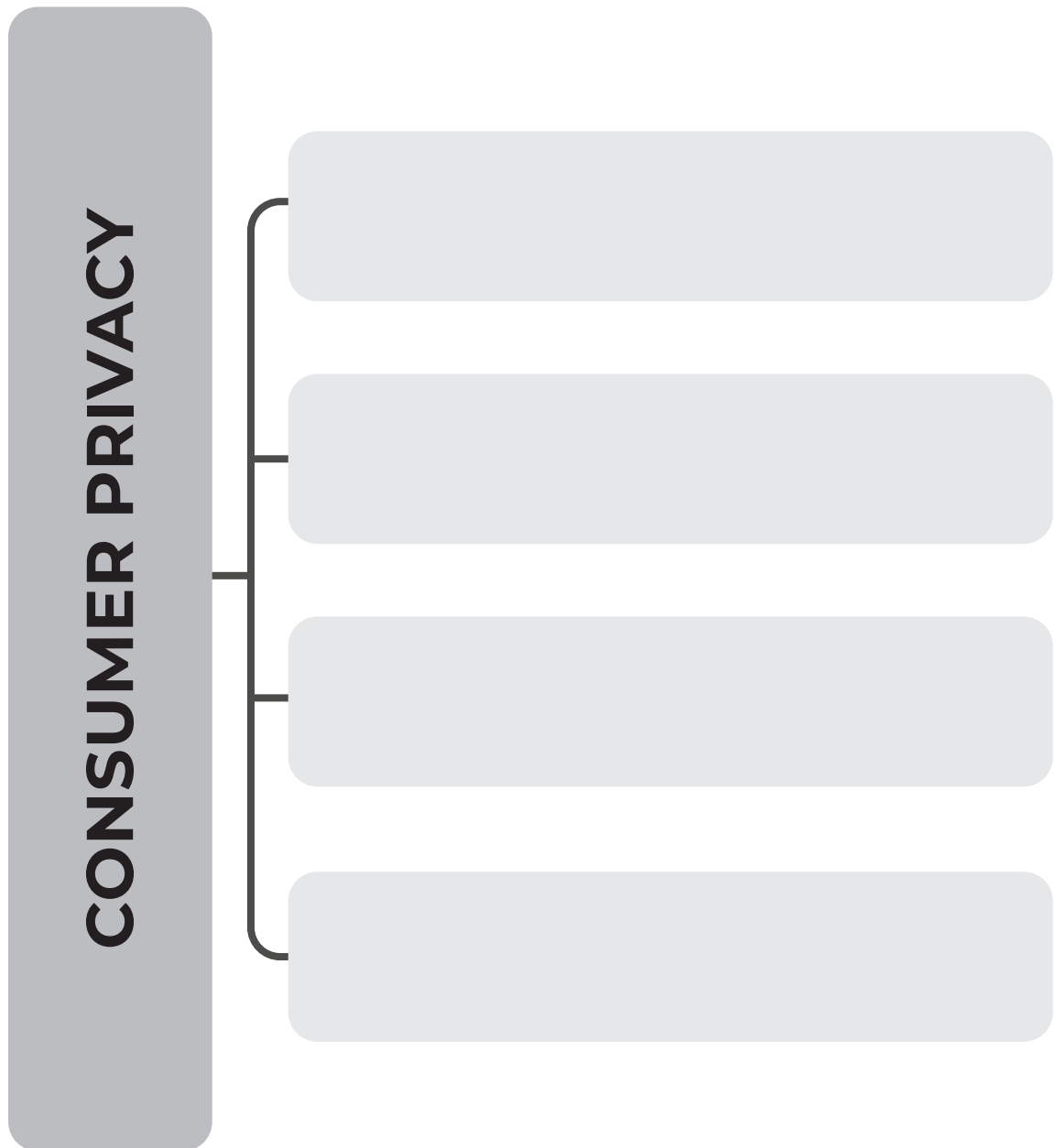
# SHARPENING YOUR SKILLS

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- I. **Directions:** List five (5) personal details that you should not share in a market transaction. Provide an explanation for each. Do this activity on a separate sheet of paper.

EXPLANATION	
1.	
2.	
3.	
4.	
5.	

**II. Directions:** Complete the graphic organizer below by enumerating four (4) advantages of having the consumer data privacy law. Do this activity on a separate sheet of paper.







## LESSON 2

# TREADING THE ROAD TO MASTERY

**Directions:** Read, analyze, and answer the question below. Write an essay consisting of not more than ten (10) sentences. Your answer will be evaluated using the rubric below. Do this activity on a separate sheet of paper.

?

***Do Filipino consumers care about data privacy?  
Justify your answer.***

Exceeds Expectations (15 points)	Satisfactory (10 points)	Needs Improvement (5 points)
Meaningful response with specific ideas	Sufficiently developed response with enough explanation	Limited response with minimal explanation
Virtually no spelling, punctuation, or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation, or grammatical errors



## LESSON 3

# SETTING THE PATH

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# MANAGING FINANCIAL RESOURCES

At the end of this lesson, you will be able to:



demonstrate knowledge and skills in financial literacy and consumer economics (LS4LC-SC-PSF-AE/JHS-11).



## LESSON 3

# TRYING THIS OUT

**Directions:** Read and study the given statements. Place a check (✓) on the column that corresponds to your answer. Do this activity on a separate sheet of paper.

	THIS IS ME	THIS IS NOT ME
Watching my savings grow gives me great pleasure.		
I spend money when I need something rather than when I want it.		
Spending now is definitely more important than saving for the future.		
I like to buy food for others because I have the money.		
I go shopping to make myself feel good.		
Saving money is hard for me. I always have something I want to buy.		
I buy expensive gifts because it means more.		



## LESSON 3

# UNDERSTANDING WHAT YOU DID

## FINANCIAL LITERACY AND CONSUMER ECONOMICS

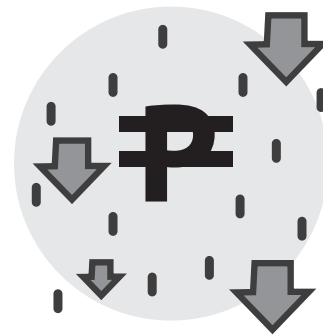


Financial literacy and consumer economics go hand in hand in establishing the market system. **Consumer economics** is a study that focuses on a buyer's purchasing decisions and patterns. It aims to predict the behavior of a consumer as it relates to the market. On the other hand, **financial literacy** is a person's knowledge and skill to handle his/her finances. This skill is essential when it comes to buying and consuming goods and services from the market. If a person is financially literate, they know how to handle their finances well, allowing them to make better decisions when availing of goods and services.

## LESSON 3

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A financially literate person knows how economic situations might affect their personal finances. They have enough knowledge regarding investments, stocks, bonds, mortgages, and financial concepts such as inflation, compounding, diversification, and credit scores. If they know how these concepts work, they can better assess how they should handle their finances, making them create smarter decisions when it comes to saving, planning, and investing. This will also help them in finding out more ways to accumulate wealth. A person who does not have enough financial literacy may lead them to create poor financial decisions, which may lead to financial problems.



Knowledge in consumer economics will help a person become more financially literate because investments, stocks, and other relevant concept's performance heavily rely on how consumers respond to them. A financially literate person will immediately identify the risk and rewards of investing on a certain item of value by observing how their fellow consumers respond to it. If they can see that this item is well-received by the purchasing community, they might conclude that it is a good investment and start considering if they should invest in it as well. This decision-making is a process that involves many factors such as doing research regarding the performance of a possible investment, looking into the behavior of the business or organization where the investment is from, and identifying how the behavior or the management and the consumers will impact the success of the potential investment.

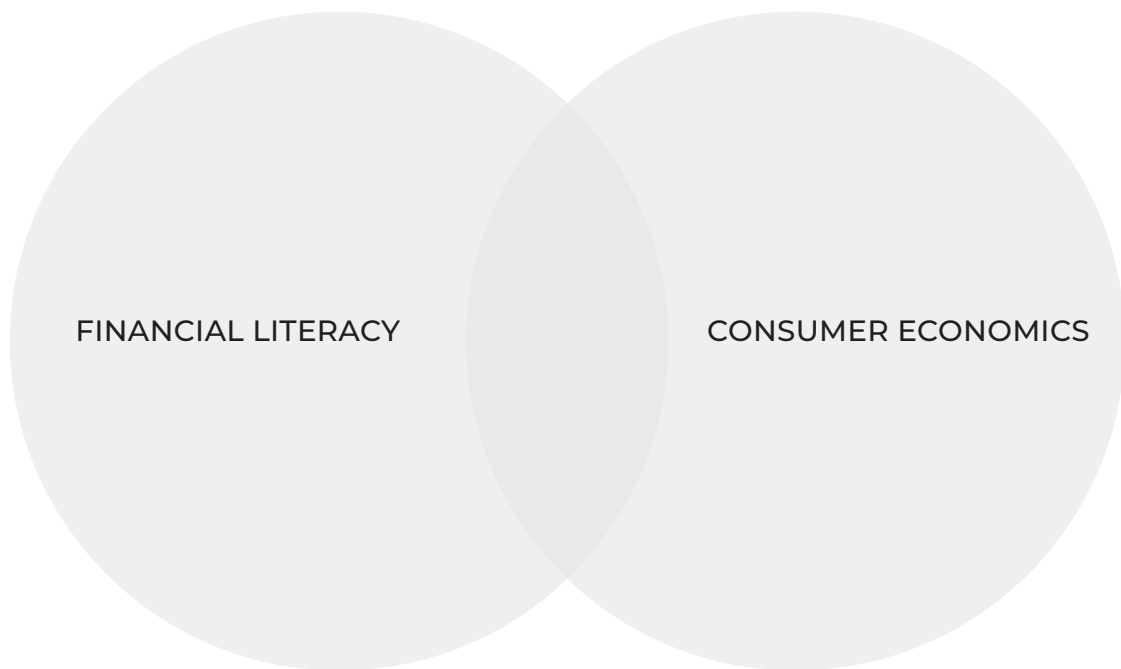


## LESSON 3

# SHARPENING YOUR SKILLS

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- I. **Directions:** Compare and contrast financial literacy and consumer economics using the Venn diagram below. Do this activity on a separate sheet of paper.



## LESSON 3

---

**II. Directions:** Read the article from the link provided below. Analyze it using the given template as your guide. Do this activity on a separate sheet of paper.

### **DEPED, BSP PUSH FINANCIAL LITERACY LESSONS TO STUDENTS**

The rise of numerous illegal investment companies luring people to bet their hard-earned money for a whopping and oftentimes incredible return, according to the Department of Education (DepEd) Undersecretary Diosdado M. San Antonio, could be attributed to the absence of a high level of financial literacy that leads victims and would be victims to make decisions that are not eventually sound in the end.

“So we have to start in grade schools in awakening our youngsters to the thought that one has to be financially literate to survive and succeed, and enjoy a happy life in the future,” he said at the launch of Maybank Group’s Cashville Kidz and scholarship program at the Maybank Performing Arts Theater at the Bonifacio Global City in Taguig on Wednesday.

Studies have shown that people who develop sound financial habits at a young age are more likely to adhere to these throughout their lives, in contrast to those with low levels of financial literacy who are less likely to save, accumulate less wealth, incur more costly loans and transact in a high cost manner.

Poor financial decisions, likewise, have a long-lasting impact on their families and society as a whole. Low financial literacy was, in fact, considered as one of the factors that aggravated the global financial crisis in 2008.

Such compelling data drove the BSP to enhance its advocacy for financial education (FinEd). Its partnership with the DepEd, for instance, aims to integrate FinEd in the K to 12 curriculum. They have also codeveloped learning tools, among which are 10 videos and 27 lesson plans, ready for use by 800,000 teachers for classroom instruction for about 24 million learners in 47,000 public schools.

## LESSON 3

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Based on the Financial Capability Survey conducted by the BSP with the World Bank in 2015, the majority of Filipino adults could only answer 3 out of 7 financial literacy questions. This means that most of them had difficulties in understanding compounding interest, the impact of inflation on prices, comparing bargains and risk diversification in investments.

The study, likewise, found out that only 2 percent of Filipino adults could answer all the seven questions correctly, while 10 percent had zero correct answers.

Seeing the need to educate the young populace on financial literacy, the DepEd and BSP throw their support to Maybank's Cashville Kidz initiative to ensure that Filipinos, as early as in grade school, are made aware of the relevant issues for them to come up with decisions that will really make them financially sound as adult citizens in the future.

"We open our doors to more partnership with you so that we can expand the program as fast as we can because the age schools benefiting from this initiative will not be enough. We have more than 40,000 schools in the whole country. And if we want to create bigger ripples, we have to expand fast," San

Antonio said.

"For this dream to become a reality, we count on everyone. So the private sector, financial institutions, educators, including Maybank's first batch of scholars, to collectively influence and, of course, transform the financial future of every student through effective and sustained FinEd initiatives," Fonacier added.

(Article from: <https://businessmirror.com.ph/2019/08/12/deped-bsp-push-financial-literacy-lessons-to-students/>)



## LESSON 3

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**Title of the Article:**

**Background Knowledge:** Before reading the article, what are the things that you already know about the topic?

**Main Points of the Article:** What key points and details have you learned from the article?

**Vocabulary:** What new vocabulary terms have you picked up from the article?

**Questions You Have:** What questions do you have in mind after reading the article?



## LESSON 3

# TREADING THE ROAD TO MASTERY

**Directions:** Read, analyze, and answer the question below. Write an essay consisting of not more than ten (10) sentences. Your answer will be evaluated using the rubric below. Do this activity on a separate sheet of paper.

?

*How can you help in promoting financial literacy in your family or community?*

Exceeds Expectations (15 points)	Satisfactory (10 points)	Needs Improvement (5 points)
Meaningful response with specific ideas	Sufficiently developed response with enough explanation	Limited response with minimal explanation
Virtually no spelling, punctuation or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation or grammatical errors



## MODULE 7

# DON'T FORGET



- The Republic Act No. 7394 or the Consumer Act of the Philippines protects consumers against unfair treatment.
- Advertisements are product promotions intended to inform and entice possible consumers to purchase goods and services.
- Consumer privacy aims to protect the sensitive and personal information that consumers provide during transactions.
- Republic Act No. 10173 or the Data Privacy Act of 2012 ensures that the data that people provide to businesses and other organizations are only used for its intended purpose.
- It is the duty of a consumer to know his/her rights and responsibilities.
- Before doing any transaction, it must be clear to the consumer as to how his/her information will be stored and used.
- Consumer economics is a study that focuses on a buyer's purchasing decisions and patterns.
- Financial literacy is a person's knowledge and skill to handle his/her finances.





## MODULE 7

# EXPLORE MORE

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For additional activities related to the topics of this module, these resources may be helpful:

**Consumer Rights and Responsibilities**

([https://www.jenksp.org/pages/uploaded\\_files/c23\\_874768\\_mt.pdf](https://www.jenksp.org/pages/uploaded_files/c23_874768_mt.pdf))

**Consumer Protection – Why It Matters To You**

([https://www.youtube.com/watch?v=\\_\\_2LZvEc-5E](https://www.youtube.com/watch?v=__2LZvEc-5E))

**Shop Wisely; False Ads Abound**

(<https://www.manilatimes.net/2013/08/04/opinion/columnists/shop-wisely-false-ads-abound/26226/>)

**Protecting Consumer Privacy Online**

(<https://study.com/academy/lesson/protecting-consumer-privacy-online.html>)

**GSIS Financial Literacy Video 2020**

([https://www.youtube.com/watch?v=zEf\\_\\_emAtNs](https://www.youtube.com/watch?v=zEf__emAtNs))

**The Electronic Commerce Act or Republic Act No. 8792**

([https://www.youtube.com/watch?v=\\_tYd-gCudvQ](https://www.youtube.com/watch?v=_tYd-gCudvQ))



**Directions:** Read each statement carefully and choose the letter of the best answer to the question. Use a separate sheet of paper for your answers.

1. Republic Act No. 7394 or “The Consumer Act of the Philippines” passed in 1992 aims to protect consumers against unfair treatment. Which right tells that the consumers should have the right to demand compensation if ever the goods and services they availed are different from the information given to them?
  - A. Right to consumer education
  - B. Right to basic needs
  - C. Right to redress
  - D. Right to representation
  
2. Mr. Cruz is watching television every day after his dinner. One day his son asked him, “Dad, why are advertisements and commercials in the television are the same in different channels or stations”? Which of the following statement could Mr. Cruz use to respond to his son?
  - A. Because commercials in the television are in contract.
  - B. Because commercials and advertisements in the television are paid.
  - C. Because advertisements and commercials have time limit.
  - D. Because costumers have the right to correct information about the products and services.

3. Mayla is an online seller. She always posts on her Facebook account the items that she is selling. One time she posts a pair of sleeping wear which is buy 1 take 1 for only 300 pesos, but she mentioned that the buyer is not allowed to choose a color and a design. What right of customer is violated?
- A. Right to safety
  - B. Right to Choose
  - C. Right to Consumer Education
  - D. Right to Basic Needs
4. Which statement about advertisement is **INCORRECT**?
- A. Advertisement aims to catch the attention of the people to buy the products.
  - B. Advertisement aims to create connection with customers to buy the products.
  - C. Advertisement aims to help different social media station to be popular as well as the artist.
  - D. Advertisements aims to promote their products to purchase the goods and services.
5. Sarah wants to buy a new pair of shoes for her Christmas party. She browses on different sites online. She messages to the seller privately. The seller sends her the information details she needs to fill out to process her order. The company ensures that the information will remain confidential. What does it mean?
- A. The seller wants to have more customers.
  - B. The seller protects her customer from hackers.
  - C. The customer will not fill the information details.
  - D. The company implements the Data Privacy Act of 2012 or Republic Act 10173.

6. Mr. Paras handles his finances intelligently. He has enough knowledge regarding investments, stocks, bonds, mortgages and financial concepts. He has all the skills in saving, planning, and investing. How will you describe Mr. Paras?
- A. consumer literate  
B. financially literate  
C. selfish person  
D. stingy person
7. Teacher Diana is a retired teacher in the Alternative Learning System (ALS). She decides to open a small bakery in front of her house. She plans to make an advertisement for her products in social media. What should Teacher Diana consider in her plan?
- A. The advertisement should be colorful.  
B. Hire popular artists for the advertisement.  
C. The advertisement should target the attention of the customers.  
D. The advertisement should show promos to catch the interest of the customers.
8. Businesses vary in the focus of their target clientele. Some businesses offer products and others offer services. How do you call an individual who patronizes business products and services?
- A. clients  
B. seller  
C. consumers  
D. buyers
9. Which of the four consumer rights provide correct information regarding their products and services?
- A. Right to choose  
B. Right to safety  
C. Right to representation  
D. Right to be informed

10. The following are the responsibilities of a consumer. Which among the four does not fall as your responsibility as a consumer?
- A. Be critically aware of the information regarding the products purchased and used.
  - B. Be assertive of personal rights to get a good deal when choosing goods and services
  - C. Be socially concerned about the needs of other citizens, especially those who are less fortunate
  - D. Be a good citizen and patriot of this country.



# ANSWER KEY

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## PRE-ASSESSMENT

PAGE 2

1. Advertisement
2. Behavior
3. Privacy
4. Financial
5. Investment

## LESSON 1: CONSUMER'S RIGHTS

### TRYING THIS OUT

PAGE 4

1. Right
2. Responsibility
3. Right
4. Responsibility

### SHARPENING YOUR SKILLS

#### ACTIVITY I

PAGE 13

1. Right to Safety/Redress
2. Right to Basic Needs
3. Right to a Healthy Environment
4. Right to Information
5. Right to Safety

#### ACTIVITY II

PAGE 14

*Possible Answers:*

#### **First image**

Positive point: The label indicates the present vitamins in the food.

Negative point: The ad may promote false promise

#### **Second image**

Positive point: The ad indicates what it is for.

Negative point: The ad is too good to be true

# ANSWER KEY

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## TREADING THE ROAD TO MASTERY

PAGE 15

### Question:

Why is it important for you to uphold your rights as a consumer?

**Possible Answer:** It is important for us to uphold our rights as a consumer because we should make sure that the money we pay in change of the goods and services must be worth it. Upholding our rights is also important to ensure our health and safety.

# ANSWER KEY

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## LESSON 2: CONSUMER DATA PROTECTION

### TRYING THIS OUT

PAGE 20

(Answers may vary)

1. What is the video about?

Possible Answer: The video is about National Privacy Commission Chairman Raymund Liboro explaining and reminding people not to easily believe in claims and messages that you are about to receive items or amount but would require you first to give your personal information. He warns the audience that this might possibly be used against you.

2. What did you find out from the video that you might not learn anywhere else?

Possible Answer: I found out that simple transactions asking for my name is already suspicious and can result to scam or crime. The tendency of people being gullible especially with things that will benefit them may lead to the contrary.

3. Do you agree with the message of the video? Explain your answer.

Possible Answer: Yes, I agree with the message of the video especially in the part where NPC Chairman said that if it is too good to be true, then it probably is. We should not disclose personal information easily to people we do not know and to transactions we did not apply for or join at all.

# ANSWER KEY

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## SHARPENING YOUR SKILLS

### ACTIVITY I

PAGE 22

(Answers may vary)

*Possible Answers:*

1. **Mother's Maiden Name** – Some important agencies would ask for your mother's maiden for verification
2. **Passwords** – This may be used to steal information from you in your accounts
3. **Bank Number** – Thieves might steal from you online
4. **PIN Code** – People might get access from your bank accounts and steal from you
5. **Name of Siblings** – Bad people might call your house and talk to your siblings, making them feel that they know your siblings

### ACTIVITY II

PAGE 22

(Answers may vary)

*Possible Answers:*

1. It makes us confident with the information that we share.
2. We are assured that the data we share I used only for its intended purpose.
3. It makes businesses responsible for handling data and information.
4. It gives punishments to people who violate the act.

## TREADING THE ROAD TO MASTERY

PAGE 22

**Question:** Do Filipino consumers care about data privacy? Justify your answer.

**Possible Answer:**

I think Filipino consumers in general care about data privacy. The Filipino people are becoming more knowledgeable with the information they are giving nowadays. Although there are still some who are victimized by information stealing, we are more careful now than before especially when the Data Privacy Act came into existence.

# ANSWER KEY

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## LESSON 3: MANAGING FINANCIAL RESOURCES

### TRYING THIS OUT

PAGE 24

(Answers may vary)

*Possible Answers:*

1. This is me
2. This is me
3. This is not me
4. This is not me
5. This is not me
6. This is me
7. This is not me

### SHARPENING YOUR SKILLS

#### ACTIVITY I

PAGE 27

(Answers may vary)

*Possible Answers:*

- **Financial Literacy** – refer to a person’s knowledge and skills to handle his or her finances
- **Consumer Economics** – a study that focuses on a buyer’s purchasing decisions and patterns
- **Commonality:** They go hand in hand in establishing the market system

#### ACTIVITY II

PAGE 29

Before reading the article, what are the things that you already know about the topic?

Possible Answer: Before reading the article, I already know that a large rate of Filipinos have poor financial decisions.

# ANSWER KEY

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What key points and details have you learned from the article?

Possible Answer: I learned that the absence of high level financial literacy creates a big impact on why there is a large number of people being fooled by illegal investment companies. This leads to the idea of including Financial Education as part of the K to 12 program so that students will learn sound financial habits at an early age. They believe that people who develop good financial decisions are those who learned it when they were young.

What new vocabulary terms have you picked up from the article?

Possible Answer: New vocabulary terms I learned are FinEd or financial education, investment, and compound interest.

What questions do you have in mind after reading the article?

Possible Answer: These are the questions I have in mind:

- In what level will financial education be given to students?
- What are the possible reasons why people hardly save?
- Does being financially illiterate relate to poverty?

## **TREADING THE ROAD TO MASTERY**

PAGE 32

### **Question:**

How can you help in promoting financial literacy in your family or community?

### **Possible Answer:**

Promoting financial literacy in the community would be a little difficult but I can start with my family. I can share with them what I learned about financial literacy so that they can also share it with their friends. Aside from the things I learned about financial literacy from ALS, I can also read more about it online.

# ANSWER KEY

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## REACH THE TOP

PAGE 32

1. C
2. D
3. B
4. C
5. D
6. B
7. C
8. C
9. D
10. D

# GLOSSARY

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Advertisements	a picture, sign, etc. that is used to make a good or service known and persuade people to buy it
Basic Needs	consists of food, shelter, clothing, among others needed for survival
Consumer Economics	deals with the question of how the consumer allocates his/her limited resources to satisfy his/her needs and wants
Data Privacy	practices which ensure that the data shared by customers is only used for its intended purpose
Financial Literacy	ability to use knowledge and skills to manage financial resources effectively
Inflation	average price level of a basket of goods and services in an economy increases over some period of time
Invest	act of allocating money in the expectation of some benefit in the future
Redress	remedy or compensation for a wrong or grievance
Target Market	a particular group of consumers at which a good or service is aimed



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