

Answer Key

Did Kim Pay Too Much?



Instructions:

Analyze Kim's case using the following table. Assess each element based on the excerpts below from the *Consumer Protection Act* and the Price Accuracy Policy poster. Explain what an informed consumer would do in this situation.

Aspect of case	Correct or incorrect?	Justify your answer.	What should an informed consumer do in this situation?
The retailer chose not to apply price stickers to products sold at the store. It must therefore apply the Price Accuracy Policy. This means that although there are no price stickers on the product, Kim can see the product prices by looking at the sticker on the shelving.	C	<i>When a product is offered for sale on a store shelf, a label containing certain information, including the price, must be posted near the product.</i>	<ul style="list-style-type: none"> – Check the product price charged at the cash at the time of transaction. – Go over the bill before leaving the store. – In case of error, ask the retailer questions. – If a mistake was made, ask the retailer to apply the Price Accuracy Policy. – Visit the website of the Office de la protection du consommateur.
The price programmed into the cash register for the soap is \$3.95 instead of \$2.95. The retailer corrects the price and reimburses Kim's overpayment.	I	<i>Items worth \$10 or less must be given to the consumer free of charge.</i>	
The price at the cash register for the body cream is \$13.95, which is \$1 higher than the price indicated on the shelf. The retailer corrects the price and reimburses Kim's overpayment.	I	<i>The retailer is required to correct the price and give the consumer a \$10 discount. For the body cream, the retailer must correct the price to \$12.95 and give her a \$10 discount. As a result, the price will be \$2.95.</i>	
The retailer where Kim shopped is required to apply the Price Accuracy Policy.	I	<i>Not every retailer is required to apply the Price Accuracy Policy. Only those who choose not to apply price stickers to all products for sale by the business must adopt the policy and display it. Such retailers are also required to use optical recognition technology to scan the universal codes on products (most large stores use this type of scanner).</i>	

