



## TEACHING CASE LETS AND CASE-STUDY

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| <b>Case Title</b>       | <b>: Megh's Boutique Experience – A Consumer's<br/>Dilemma</b>             |
| <b>Case Subject</b>     | <b>: Legal Aspects of Business</b>                                         |
| <b>Accession Number</b> | <b>: 44</b>                                                                |

### Megh's Boutique Experience – A Consumer's Dilemma

Megh, a working professional from Vadodara, went to a boutique to buy a special birthday gift for his wife. He described her preferences to the shop owner, who showed him five dresses. Among them, Megh liked a designer dress that was beautifully displayed in the store window. When he asked to purchase that dress, the shop owner refused, saying it was for display only and not for sale.

Pressed for time, Megh selected one of the five dresses offered by the owner. He paid in cash and, in his hurry, forgot to ask for a cash memo or receipt. Later that evening, when his wife wore the dress to get ready for a dinner outing, she noticed that one portion of the design was missing. Disappointed, she asked Megh to return it the next day for a replacement.

The next morning, Megh went back to the boutique with the dress. However, the owner denied that the dress had been sold from his shop and insisted that Megh must be mistaken. Megh was left frustrated, with no proof of purchase and no support from the seller.

This incident left him confused about his rights and the next course of action.

### Questions (Bloom's Taxonomy-Based)

1. **Identify** which **consumer responsibility** Megh failed to follow that led to this issue.



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2. **Evaluate** whether Megh can file a complaint against the boutique owner. Justify your answer.
3. **Identify** which **consumer right** was violated in this case.
4. From a business ethics viewpoint, **analyze** the **interest** overlooked by the shopkeeper. Why?