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**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-030 : FRANCHISING

Time : 3 hours

Maximum Marks : 70

Note : Attempt all questions.

1. What is Franchising ? What are the steps involved in Franchising ? 10
2. Explain the following (2 marks each) : 10
 - (a) Licencing
 - (b) Master Franchise
 - (c) Trade Mark
 - (d) Types of Franchising
 - (e) Business Model of Franchising
3. What are the franchise regulations and its components ? Explain. 10

4. What are the considerations , Franchises has to make, while entering international market ? Explain with example. 10
 5. What are the benefits and the problems of the Franchisee ? 10
 6. What is the Franchise agreement and its clauses ? Explain in details with Franchiser and Franchisee obligation. 10
 7. What is the cost of Franchising and its types ? 10
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