

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00246

June, 2016

BFW-030 : FRANCHISING

Time : 3 hours

Maximum Marks : 70

***Note :** Attempt any **seven** questions. All questions carry equal marks.*

1. A franchisor needs to ensure the protection of intellectual property rights. Elaborate. What are the legal issues that can arise in this regard ? 10
2. Define Franchising. Describe the different types of franchising formats. 10
3. Describe the various factors responsible for the growth of franchising in India. 10
4. What is Uniform Franchise Offering Circular (UFOC) ? Discuss. In what way is it useful to the franchisees ? 10

5. Is it possible to franchise all the businesses ?
Explain how does a potential franchisor determine whether the business is ready to grow through the franchise route. 10
6. Identify the several issues pertaining to management, financial aspects and legal aspects of a franchise that a potential franchisee may seek during the evaluation of a franchise opportunity. 10
7. Selecting a franchise is a difficult process. Comment. Identify the steps in selecting a franchise. 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Franchising Tripod
 - (b) Master Franchising Agreement
 - (c) Difference between Franchising and Licensing
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