

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

Term-End Examination

December, 2013

BFW-030 : FRANCHISING

Time : 3 hours

Maximum Marks : 70

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

1. Define Franchising. What is the importance of franchising ? Describe different types of franchising formats. 10
2. Why is it necessary to carry out a franchiser feasibility study ? What are the factors that need consideration for carrying out feasibility study of franchisee business ? 10
3. Explain in detail the various components of the setting up cost of franchisee. 10
4. Describe the dynamics between the franchisor and franchisee. 10
5. In what way the legal system is inadequate for the growth of franchisee business ? What do you understand by applicability of multiple law to franchisee business ? 10

6. What are the different methods of expansion of any business ? Explain with examples. 10
7. Why is franchising relevant in India in its present context ? What are the factors for the growth of franchising in India ? 10
8. Is it possible to franchisee all the businesses. How does the potential franchisor determine whether the business is ready to grow through the franchisee route ? 10
9. Describe the method for carrying out valuation of a franchisee business. 10
10. Write short notes on **any two** of the following : 2x5=10
- (a) Taxation Aspect
 - (b) Termination of Agreement
 - (c) Limitation of current legal frame work
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