

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

Term-End Examination

December, 2014

00319

BFW-030 : FRANCHISING

Time : 3 hours

Maximum Marks : 70

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

1. What is the cost of franchising ? Also describe its types. 10
2. How widespread is franchising ? What is "Business format" franchising ? 10
3. What should you consider before buying a franchise ? 10
4. Explain some of the drawbacks of owning a franchise. Give examples. 10
5. What is franchising ? What are the steps involved in franchising ? 10
6. What considerations do franchises have to make while entering the international market ? Explain with examples. 10

7. Explain the Franchise agreement and its clauses with Franchiser and Franchisee obligation. 10
8. What are the similarities and differences between chain of stores and franchising? 10
9. Explain in brief the following : 5×2=10
- (a) Self Regulation
 - (b) Litigation
 - (c) Arbitration
 - (d) Licensing
 - (e) FDI
10. Explain Franchising Tripod in detail. 10
-