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**BFW-030**

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

**Term-End Examination**

**December, 2015**

**BFW-030 : FRANCHISING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is a territory ? Identify the various territorial structures in a franchise system. 10
  
2. Define the term Franchising. Identify the various alternatives to franchising. 10
  
3. Write a note on franchising potential in the Indian context. Identify the various supply side factors and demand side factors impacting the growth. 10
  
4. What do you mean by Franchising agreement ? Explain the key subjects in the Franchising agreement. 10

5. "Anyone planning to franchise his/her business should develop a concrete plan for supporting the franchise operations, communication with franchisees and marketing the franchise." Do you agree with this statement ? Justify your answer. 10
6. Describe the various cost heads a potential franchisee should consider in order to estimate the financial requirement of entering a franchise. 10
7. Enumerate the broad considerations that help in shortlisting the franchise opportunities. 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Uniform Franchise Offering Circular (UFOC)
  - (b) Types of Franchising Formats
  - (c) Franchising Wheel
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