

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

Term-End Examination

June, 2017

00274

BFW-030 : FRANCHISING

Time : 3 hours

Maximum Marks : 70

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

1. How widespread is franchising ? What is "Business format" franchising ? 10

2. Explain some of the drawbacks of owning a franchise. Give examples. 10

3. What is franchising ? What are the steps involved in franchising ? 10

4. What are the franchise regulations and its components ? Explain. 10

5. Explain what are sunk cost and recurring cost, with examples. 10

6. What are the similarities and differences between chain of stores and franchising? 10
7. Explain in brief any **two** of the following: $2 \times 5 = 10$
- (a) Licencing
 - (b) Master Franchise
 - (c) Trade Mark
8. Describe the business model of franchising. Also explain the impact of e-business in franchising. 10
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