

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

Term-End Examination

00824

June, 2017

BFR-007(S) : 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. What should you consider before buying a franchise ? 10
3. Explain the franchise agreement and its clauses with franchiser and franchisee obligation. 10
4. Explain the following in brief : 5×2=10
 - (a) Self Regulation
 - (b) Arbitration
 - (c) FDI
 - (d) Licencing
 - (e) Trade Mark

5. What are the franchise regulations and its components ? Explain. 10
 6. Explain, what is franchising and the types of franchising fees. 10
 7. Discuss franchising tripod in detail. 10
 8. What are the benefits and problems of a franchiser ? 10
 9. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) Royalty
 - (b) Operations Manual
 - (c) Master Franchisee
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