

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

Term-End Examination

June, 2017

00934

BFR-007 : FRANCHISING

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on any **two** of the following : $2 \times 5 = 10$
 - (a) Royalty
 - (b) Operations Manual
 - (c) Training Manual

2. Differentiate between any **two** of the following : 10
 - (a) Business format franchise vs Product format franchise
 - (b) Licensing vs Franchising
 - (c) Area development vs Master Franchise

3. Enumerate on the franchising prospective in the Indian context. Categorize the supply and demand factors which support the growth phenomena. 10

4. What is a territory ? Identify the various territorial structures in a franchise system. 10
 5. Define Franchise Agreement. Outline the main components in a franchise agreement. 10
 6. According to you, what all items/costs should a prospective franchisee ask a franchisor ? 10
 7. Identify the basic guidelines which a franchisor needs to follow while considering to develop franchising programmes in foreign lands. Elucidate with the help of an example. 10
 8. Write a note on "Offer Document". Explain in brief with the help of a case. 10
 9. Explain in detail the five steps of evaluation of Franchise. 10
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