

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

**Term-End Examination**

**December, 2016**

00023

**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. What should you consider before buying a franchise ? 10
3. What considerations do franchises have to make while entering the international market ? Explain with examples. 10
4. Explain the franchise agreement and its clauses with franchiser and franchisee obligations. 10
5. Explain Franchising Tripod in detail. 10

6. What are the benefits and problems of a franchiser? 10
7. What is Franchise Manual ? What are its components ? 10
8. Explain in brief the following : 2×5=10
- (a) Self Regulations
  - (b) Litigations
  - (c) Arbitration
  - (d) Licensing
  - (e) FDI
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