

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

**Term-End Examination**

00441

**December, 2017**

**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 are the different types of documents needed for a franchisee business ? Discuss. 10
  
2. Identify relevant issues pertaining to financial and legal aspects of a franchisee model that a potential franchisee may ask the franchiser. Give proper reasons for each issue. 10
  
3. Evaluate franchising as a strategic option available to large retailers. Discuss the merits and demerits of the same. 10
  
4. Describe the various types of support that a franchiser is supposed to offer to the franchisee. 10

5. What is Cost of Franchising ? Explain the various types of costs of franchising that you are familiar with. 10
6. Explain the following in brief : 5×2=10
- (a) Self-Regulation
  - (b) Litigation
  - (c) Arbitration
  - (d) Licensing
  - (e) FDI
7. What is a Territory in a franchise business ? Identify the various territorial structures in a franchise system. 10
8. What is Uniform Franchise Offering Circular (UFOC) ? Discuss how it is useful to a franchisee. 10
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