

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

Term-End Examination

December, 2017

00550

BFR-007 : FRANCHISING

Time : 3 hours

Maximum Marks : 70

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

1. Define Franchising. What is the importance of franchising ? Describe different types of franchising formats. 10
2. Why is it necessary to carry out a franchiser feasibility study ? What are the factors that need consideration for carrying out a feasibility study of a franchise business ? 10
3. What are the different methods of expansion of any business ? Explain with suitable examples. 10
4. Why is franchising relevant in India in its present context ? What are the factors for the growth of franchising in India ? 10

5. Is it possible to franchise all businesses ? How does the potential franchiser determine whether the business is ready to grow through the franchisee route ? 10
6. Explain the following in brief : 5×2=10
- (a) Litigation
 - (b) Business Model of Franchising
 - (c) Royalty
 - (d) Training Manual
 - (e) Area Development
7. Describe the method for carrying out valuation of a franchisee business. 10
8. Explain some of the drawbacks of owning a franchise. Give suitable examples. 10
9. What considerations do franchisers have to make while entering the international market ? Explain with the help of suitable examples. 10
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