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**B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**June, 2013**

**BFW-030 : FRANCHISING**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt all questions.*

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1. Explain what is Franchising and types of Franchising Fee's ? 10
2. Explain : 2x5=10
  - (a) Self Regulation
  - (b) Litigation
  - (c) Arbitration
  - (d) Licensing
  - (e) FDI
3. Explain Franchising Tripod in details. 10
4. What is Franchise Manual and its components ? 10
5. What are the benefits and the problems of the Franchiser ? 10

6. What is the Franchise Agreement and its clauses ? Explain in details with Franchiser and Franchisee obligation. **10**
  
  7. Explain what is sunk cost and recurring cost with examples. **10**
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