

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

**Term-End Examination**

**June, 2015**

**00209**

**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 is Franchising ? How does a franchised chain start ? 10
  
2. Which are the Industries' major growth in "Business Format" franchising ? What kinds of businesses lend themselves to franchising ? 10
  
3. Describe the Federal Trade Commission Franchise rules. 10
  
4. If you want to buy a franchise, what should you do to get started ? What kind of investment is necessary to buy a franchise ? 10

5. Explain in brief the following : 5×2=10
- (a) Licensing
  - (b) Master Franchise
  - (c) Trade Mark
  - (d) Types of Franchising
  - (e) Business Model of Franchising
6. Explain the franchise regulations and its components. 10
7. What are the benefits and the problems of the franchise? 10
8. From the franchisor's perspective, under what circumstances would product/trademark franchising be advantageous? When would business format franchising be better? 10
9. Describe Franchise Manual and its components. 10
10. What is the Franchise Agreement and its clauses? Explain in detail the Franchiser and Franchisee obligation. 10
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