

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – 4 • EXAMINATION – WINTER 2015

Subject Code:2840011**Date: 01/12/ 2015****Subject Name: Franchising****Time:02.30 PM TO 05.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Write a note on some major franchising business ventures globally and domestically. **07**
(b) What are the advantages of franchising to the franchisor and franchisee? **07**
- Q.2** (a) Write on a note on franchise disclosures. Why are disclosures important? **07**
(b) Which are the features of a franchise that one should investigate? **07**
- OR**
- (b) How can a franchisee check if the franchise is suitable for him or not? **07**
- Q.3** (a) Is the franchising regulatory framework structured in India? Which laws affect the franchising environment in India? **07**
(b) Which aspects should be mentioned in a franchising agreement? **07**
- OR**
- Q.3** (a) Which are the different types of fees that should be mentioned in the FDD? **07**
(b) What do relationship laws cover? **07**
- Q.4** (a) Which aspects of the franchisor should you research before entering into the franchise agreement? **07**
(b) Explain the different formats of franchising. **07**
- OR**
- Q.4** (a) Mention the aspects of renewal and termination that a franchisee should be concerned with. **07**
(b) If you were a franchisor, how would you grow your franchise network? **07**
- Q.5** (a) Explain the three components of a franchise system. **07**
(b) What can serve as warning signs in franchising? **07**
- OR**
- Q.5** (a) What is the future of franchising in India? Why? **07**
(b) Which sectors have seen the maximum growth through franchising? Why? **07**
