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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(DESIGN MANAGEMENT)****(FIRST YEAR)****180: FRANCHISE MANAGEMENT AND OPERATIONS**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. State the need for franchising.
2. What are the elements of franchising?
3. Define potential franchisor.
4. Define potential franchisee.
5. State the importance of investigating the franchise.
6. How to finance a franchise?
7. What are internal sources of funds available for a franchise?
8. What is the impact of political uncertainty in the process of franchising?

SECTION- B**(3×10=30)****Answer any THREE questions**

9. List out the criteria for accessing the franchise.
10. Write short note on third party logistics franchising.
11. State the importance of choosing a right franchise.
12. What are the procedures to obtain a franchise loan ?

SECTION- C**(1×15=15)****Answer any ONE question**

13. State the importance features of franchise.
14. Give detail about steps involved in investing a franchise.
15. Write in brief about six stages of franchise relationship.

SECTION- D**(1×15=15)****(Compulsory)**

16. Realizing the increasing love and demand for fresh juices and smoothies in the Indian market Booster Juice, came in to existence. The company has gained worldwide acceptance for its healthy and 100 percent natural juices. The company believes that the right partnership between franchisor and franchisee will lead to the creation of an outstanding customer experience which in turn will lead to customer loyalty. The eligibility criteria that company has laid for the selection of the franchisees are:

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- ❖ A quality and people oriented franchise partner as he will be our brand ambassador
- ❖ Our ideal franchisee must be aggressive self-starter, and must have the ability to manage multiple stores of area that may range between 150 sq.ft to 1,000 sq.ft.
- ❖ He must have investment capability of Rs.17-30 lakh to open the multiple stores as well as management acumen necessary to manage a multi location business.
- ❖ He must have integrity in dealing with his employees, his franchisor and even customers.

Question:

1. Do you think that the above mentioned criterion suits out Indian market and if so analyse the benefit gain?

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