Seat No.:	Enrolment No.

Subject Code:2840011

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER – 4 • EXAMINATION – WINTER 2015

Date: 01/12/2015

Subject Name: Franchising Time:02.30 PM TO 05.30 PM Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks.		s: 70	
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) (b)	Write on a note on franchise disclosures. Why are disclosures important? Which are the features of a franchise that one should investigate? OR	07 07
((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? OR	07
Q.3	(a) (b)	Which are the different types of fees that should be mentioned in the FDD? What do relationship laws cover?	07 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. OR	07
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) (b)	Explain the three components of a franchise system. What can serve as warning signs in franchising? OR	07 07
Q.5	(a) (b)	What is the future of franchising in India? Why? Which sectors have seen the maximum growth through franchising? Why?	07 07
