



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.VOC. Programme 4th Semester Examination, 2022

DSC44-RETAIL MANAGEMENT (4.4)

FRANCHISEE MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **four** questions: 3×4 = 12
- (a) Define Franchisee. 3
 - (b) Write the names of any two Indian companies that run franchisee business. 3
 - (c) Who is a Franchisor? 3
 - (d) Is there any specific industry that is doing excellent in franchisee business? 3
 - (e) How many types of franchise opportunities are available? Name them. 3
 - (f) What are the two ways in which an organization can expand? 3

GROUP-B

2. Answer any **four** questions: 6×4 = 24
- (a) How does a franchisor select a franchisee? 6
 - (b) Write down any four benefits a franchisor gets in a franchisee business. 6
 - (c) What is the Franchisee Agreement? 6
 - (d) Do you recommend a franchisee business? Give reasons for your answer. 6
 - (e) What are the value additions a franchisor gives to the franchisee? Explain. 6
 - (f) What are the list of criteria for selecting a franchisor? 6

GROUP-C

3. Answer any **two** questions: 12×2 = 24
- (a) How did Franchising start in India? Do you think that franchising business is fully successful in India? 12
 - (b) What is the Franchise relation model? Explain. What can you conclude from the Franchise relation model? 12
 - (c) Elaborately write about any one franchisee company that is successfully running in our country. 12
 - (d) What do you mean by Franchisee business? Is it a perfectly successful business model? 12

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