



SYMBIOSIS SKILLS AND PROFESSIONAL UNIVERSITY

UNIT TEST – 1 (September 2020)

School: School of Retail Management
Course Name: Franchise Management

Program: BBA Retail Management
Course Code: RETL505 Sem: V

Duration: 1 Hr.

Total Marks: 30

Instructions for Students:

1. ALL questions are compulsory
2. All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date
3. Upload your answers on Google Classroom well before time
4. Submissions later than the time mentioned will not be accepted.
5. Figures to the RIGHT indicate the marks

Q 1. What is franchising? Explain the different formats of franchise business with appropriate examples of each **(10 Marks)**

Q 2. Answer both the questions

Q 2. A) – Briefly explain the different antecedents of Sustainable Franchise-Franchisee Relationship Model. **(5 marks)**

Q 2. B) – “Communication is critical to success of positive dependency between franchisor and franchisee”. Explain with an appropriate real life example **(5 marks)**

Q 3. Explain the major factors considered for evaluation a franchise opportunity from the franchisee's perspective **(10 Marks)**

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