



UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 4th Semester Examination, 2021

DSC4.4-RETAIL MANAGEMENT

FRANCHISE MANAGEMENT

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two of the following assignments

30×2 = 60

1. (a) Write in details about the history of franchising in the world. 15
- (b) How did franchising start in India? Do you think that franchising business is fully successful in India? 15
2. (a) Write about any one franchise business that is successfully running in our country. 15
- (b) What are criteria for selecting a franchisor? Also explain what is the value addition that you get from a Franchisor. 15
3. (a) Explain the franchise relation model. What can you conclude from the franchise relation model? 15
- (b) Elaborately explain the benefits and the demerits of franchisee and franchisor. 15

—x—