



FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma in Entrapreneurship (DENT)

Course : ENT2102: Franchising Fundamentals

Date of Examination : 8th December 2015 (Tuesday)

Time : 8:00 am – 10:00 am

Duration : 2 Hours Reading Time : Nil

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials Permitted : Nil

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Examiner(s) : Ms. Eunice Mok Pei Sea

Moderator : Dr. Intan Osman

This paper consists of 3 printed pages, including the cover page.

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DIPLOMA IN ENTREPRENEURSHIP
ENT2102 FRANCHISING FUNDAMENTALS
FINAL EXAMINATION: AUGUST 2015 SESSION

Instruction: This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- a) Define franchising and discuss the **THREE (3)** main types of Franchise. (15 marks)
- b) Identify and briefly explain the fees associated with buying a franchise. (10 marks)

Question 2

- a) Discuss the **FIVE (5)** reasons why franchising has been selected as a method of growth by franchisors. (15 marks)
- b) What are the **FIVE (5)** advantages and **FIVE (5)** disadvantages of buying a franchise business (from a perspective of franchisee)? (10 marks)

Question 3

- a) Briefly discuss the **TEN (10)** basic elements in Franchise Agreements. (20 marks)
- b) Discuss the **TWO (2)** basic considerations for a selecting a franchise brand. (5 marks)

Question 4

- a) Briefly discuss the FIVE (5) key areas that a strategic plan of franchising is seek to build and improve. (10 marks)
- b) Discuss and provide an example each of the FIVE (5) habits of highly successful franchisors. (15 marks)

Question 5

- a) Discuss the FIVE (5) personality traits and characteristics of successful leaders of the franchise companies. (10 marks)
- b) Discuss in details the THREE (3) broad categories of directors' legal obligation and provide an example each. (15 marks)

Question 6

- a) Discuss the patents in franchising system and its THREE (3) categories. (13 marks)
- b) Not all words or phrases are entitled to trademark protection. You are required to discuss in details the THREE (3) protectable marks as follows:-
i) Coined, Fanciful or arbitrary
ii) Suggestive
iii) Descriptive (12 marks)

~ The End ~
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