

FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2019

Programme : **DIPLOMA IN ENTREPRENEURSHIP (DENT)**

Course : **ENT2102 - FRANCHISING FUNDAMENTAL**

Date of Examination : 10th December 2019,(Tuesday)

Time : 2.00 pm - 4.00 pm Reading Time : NIL

Duration : 2 HOURS

Special Instructions :

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

Materials permitted :

NIL

Materials provided :

Answer Booklet

Examiner(s) :

Ms Eunice Mok Pei Sea

Moderator :

Dr Daisy Kee Mui Hung

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

**INTI INTERNATIONAL COLLEGE PENANG
DIPLOMA IN ENTREPRENEURSHIP (DENT)
ENT2102 FRANCHISING FUNAMENTALS
FINAL EXAMINATION: AUGUST 2019 SESSION**

Instructions: 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) Discuss the **THREE (3)** main types of franchise with an appropriate example for each type. (15 marks)
- b) The cost to start a franchise is different for every franchise company. What are the potential **FIVE (5)** main costs that associated with buying a franchise? (10 marks)

Question 2

- a) You are considering between franchising and starting your own business. Explain **FIVE (5)** main factors to be considered in your decision making? (15 marks)
- b) Explain the top **FIVE (5)** key characteristics every entrepreneur should have in the business? (10 marks)

Question 3

- a) If you have already been operating as a sole proprietorship for many years and you may be wondering about the benefits of forming your business as a corporation. Discover the **FIVE (5)** benefits entrepreneurs gain by forming their business as a corporation. (20 marks)
- b) Not all words or phrases are entitled to trademark protection, to explain one **Coined, Fanciful or arbitrary** as one of the three protectable marks. (5 marks)

Question 4

- a) Discuss any **TEN (10)** basic elements in franchise agreements. (20 marks)

- b) If you are planning to operate a food & beverage franchising business in Penang, provide **TWO (2)** reasons how you choose a suitable location. (5 marks)

Question 5

- a) What are the **FOUR (4)** main advantages of appointing the management company to operate the franchising business. (16 marks)
- b) With more than 3,000 franchise brands available in the worldwide market, what will be the **THREE (3)** basic considerations when you select a franchise business to grow as your own? (9 marks)

Question 6

- a) Patents protect inventions and new discoveries that are new and non-obvious, discuss the **THREE (3)** main categories of patents. (15 marks)
- b) Discuss one of the franchising business operating in Malaysia with the **TWO (2)** main fundamental key factors that affecting its successes. (10 marks)

- The End -

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