

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA- SEMESTER - III-EXAMINATION- SUMMER-2023**

**Subject Code: 4539291**

**Date: 01/07/2023**

**Subject Name: Retailing and Franchising**

**Time: 02:30 PM TO 05:30 PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

	<b>Marks</b>
<b>Q.1</b> Define the following terms in short	<b>14</b>
a) Airport retailing	
b) UFOC	
c) Visual merchandising	
d) Master franchise	
e) Store design elements	
f) Markup pricing	
g) Category captain	
<b>Q.2</b> (a) Write a short note on various types of store-based retail formats with suitable examples.	<b>07</b>
(b) Explain multichannel and OMNI channel retailing with practical example.	<b>07</b>
<b>OR</b>	
(b) Discuss the sources of sustainable competitive advantage for a retailer?	<b>07</b>
<b>Q.3</b> (a) Definition and meaning of retail location, types of retail location and pros and cons of retail location.	<b>07</b>
(b) How to improve customer service? What are the qualities for customer service?	<b>07</b>
<b>OR</b>	
<b>Q.3</b> (a) How does the GAP model assist a retailer in improving customer service?	<b>07</b>
(b) Explain the stages in the strategic retail planning process briefly.	<b>07</b>
<b>Q.4</b> (a) Discuss franchising pros and cons of franchising.	<b>07</b>
(b) Difference between multi-channel and Omni-channel retailing.	<b>07</b>
<b>OR</b>	
<b>Q.4</b> (a) What is customer service? which are the two major customer service strategies in retail?	<b>07</b>
(b) Discuss in brief franchisee disclosure agreement.	<b>07</b>

**Q.5 CASE STUDY: Retailing and Franchising in the Food Industry**

Delicious Bites is a popular fast-food chain known for its delectable menu items and exceptional customer service. With a successful track record of operating company-owned stores, Delicious Bites is now considering expanding its brand through franchising. The company aims to leverage the franchising model to increase its market presence and establish a wider geographic footprint. Delicious Bites has experienced significant success in operating its own stores in prime locations. However, the company recognizes that franchising offers an opportunity for rapid expansion and increased market penetration. By allowing franchisees to invest in and operate their own Delicious Bites outlets, the company can tap into local expertise and resources, while maintaining brand standards and consistency. To successfully transition into franchising, Delicious Bites needs to develop a comprehensive franchise program, identify suitable franchisees, and establish a support system that ensures consistent brand experience across all franchised locations. The company must also consider the challenges associated with maintaining brand control, managing franchisee relationships, and balancing company-owned and franchised stores.

- (a) How can the company structure its franchise agreement, initial investment requirements, and ongoing support to create an appealing opportunity for prospective franchisees? **07**
- (b) What steps should be taken to ensure a mutually beneficial relationship between Delicious Bites and its franchisees? **07**

**OR**

- Q.5** (a) What strategies and tools should the company employ to ensure that franchisees adhere to operational guidelines, quality standards, and customer service expectations? **07**
- (b) What factors should be considered when determining the number and distribution of company-owned and franchised stores? **07**

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