

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- III - EXAMINATION-SUMMER-2024

Subject Code: 4539291**Date: 29/04/2024****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.

| Q. No. | Question Text and Description | Marks |
|---------------|--|--------------|
| Q.1 | Define the following terms: (a) Franchisor (b) Private Label (c) Master Franchise (d) Fad Merchandise (e) Convenience Store (f) Planogram (g) E-tailing | 14 |
| Q.2 | (a) Define Retailing. Also explain various function of retailers with example. | 07 |
| | (b) Explain various types of store based retail formats along with their example. | 07 |
| OR | | |
| | (b) Define private labels. Also discuss its advantages & disadvantages. | 07 |
| Q.3 | (a) Elaborate the concept of store layout. Also explain different types of store layout with examples. | 07 |
| | (b) What is trade area? What are the different types of trade area? | 07 |
| OR | | |
| Q.3 | (a) Define Omni channel retailing. Explain the difference between Multi-channel retailing and Omni channel retailing. | 07 |
| | (b) Explain disadvantages of franchising for franchisee and franchisor. | 07 |
| Q.4 | (a) Explain the concept of Franchising. Also explain various types of franchising with example. | 07 |
| | (b) Explain the stages in strategic retail planning process. | 07 |
| OR | | |
| Q.4 | (a) Explain the process of category management with examples. | 07 |
| | (b) Discuss in brief Franchise Disclosure Document. | 07 |

Q.5 The COVID pandemic has shifted attitudes towards wellness and fitness. People are recognising the importance of a healthy lifestyle. This has led to many upgrades in the working of the fitness industry.

The fitness industry in India was once dominated by unorganised players, but now features a growing number of branded franchise models.

Traditional bodybuilding and weightlifting championships have given way to a more holistic approach to fitness, focusing on health, well-being, aesthetics, and confidence.

The market's upward trajectory can be attributed to India's fast-paced and demanding lifestyles, where fitness routines and gym memberships are readily accessible through smartphones.

Additionally, the corporate and hospitality sectors have embraced this trend. Many global corporations have established in-house fitness centres, and hotels in smaller cities now offer gym facilities to their customers. Even residential complexes commonly host gyms.

The fitness industry is further expanding through international fitness chains and gyms utilising the franchise model to establish a presence in India

- (a) What are the current market trends and opportunities for new gym openings? **07**
- (b) Explore the demand for specialized fitness centres in India. **07**

OR

- Q.5** (a) Explain the legal aspects of opening a gym. **07**
- (b) Explain contracts and agreements requirement with different stakeholders in establishing franchise model of gym. **07**
