

N.B.: All Questions is compulsory.

1. Answer the following questions: **(any 2 out of 3)**
 - a) Explain in detail the vertical marketing system? 7.5
 - b) Discuss the modes of franchising? 7.5
 - c) Explain franchising in India? 7.5

2. Answer the following questions: **(any 2 out of 3)**
 - a) What are the advantages and disadvantages of Franchisor? 7.5
 - b) Discuss the franchise agreement in detail? 7.5
 - c) What is the term of agreement in franchising? 7.5

3. Answer the following questions: **(any2 out of 3)**
 - a) How to evaluate a franchise? 7.5
 - b) Explain in detail how to prepare a franchise? 7.5
 - c) How to investigate a franchise? 7.5

4. Answer the following questions: **(any2 out of 3)**
 - a) What are the ten keys of successful franchise? 7.5
 - b) Explain the local and regional forms of marketing in a franchise system? 7.5
 - c) Explain the dynamics of relationship in franchising? 7.5

5. Case study: Attempt all

India ranks sixth as a producer of coffee in the world. Café Coffee Day has an established brand image in India and ranks no2 in the brand equity's most trusted brands in the food services category. The coffee consumption in India is growing at 6% per annum compared to the global 2%plus. In India the per consumption of coffee is around 85 grams

In the year 2009 CCD unveiled a new brand logo, a dialogue box to weave the concept of "power of dialogue". In accordance with the new brand identity the cafes were redesigned to suit different environments such as book, music garden and cybercafés suitable for corporate offices, university campus or neighbourhood. The change plan includes new smart menu, furniture designs among others.

 - 1) Explain the coffee consumption of Café Coffee Day in India? 5
 - 2) How did Café coffee day made its new brand identity as a franchise system? 5
 - 3) How can CCD use Franchising as a tool to compete with new competitors entering the Indian market, suggest your views? 5
