



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

SUBJECT CODE : ECB30303
SUBJECT TITLE : FRANCHISE BUSINESS MANAGEMENT
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS
DATE : 26th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper **CAREFULLY**.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of **TWO (2)** sections: **Section A and Section B**.
4. Please answer **ALL** questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in English (any other language is not allowed).
7. This question paper must not be removed from the examination hall

THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

What are the contributing success factors in multiple-unit franchising?

(15 marks)

Question 2

Explain the importance of quality and quantity controls in a franchised firm.

(15 marks)

Question 3

Describe the six contents section of feasibility study of a franchisor.

(10 marks)

SECTION B (Total : 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

The success of a franchise business heavily depends on the relationship among the franchisor, the franchisees and the suppliers. Explain this interdependency by discussing how the franchisor, the franchisees and the suppliers play their roles in ensuring success in franchise business.

(30 marks)**Question 2**

"I joined in December 2010 and began two months of extensive training, covering the technology and industry as a whole before officially launching this franchise in February 2011. One of the major reasons I chose XXX was the support and training offered to franchisees. I had no experience of running my own business before so needed a franchise that would provide me with a broad level of management support to ensure that everything ran smoothly. I found it really important to have support not only when starting out but also during the ongoing development of the business..."

From the statement above, it is clear that franchisor's support is very crucial in helping franchisee during start-ups phase and in the future. Explain the types of support commonly given by the franchisor to the franchisee.

(30 marks)**END OF QUESTION PAPER**

