Ques 1:

1. Franchise
   1. FranchId: ERD Only
   2. FranchRegion: ERD Only
   3. FranchPostalCode: ERD Only
   4. FranchModelType: ERD Only
2. Product
   1. MerchId :Merchandise table | ServId : ServiceCategory table
   2. MerchName :Merchandise table | ServCatName : ERD | Event Name : spreadsheet
   3. MerchType : Merchandise table | Event Type Code :spreadsheet
3. Customer
   1. MmbrId: ERD | Corporate Customer Id : spreadsheet
   2. MmbrName : ERD | Corporate Customer Name: spreadsheet
   3. Corporate Customer Location : spreadsheet
   4. MmbrEmail: ERD ; hierarchical (top level domain -> second level domain-> local part)
   5. MmbrZip: ERD only
   6. MemTypeId: ERD only
4. Calendar
   1. SalesDate: ERD
   2. ServPurchDate: ERD
   3. MmbrDate: ERD
   4. EventDate: spreadsheet

(all hierarchical--- year -> month -> year)