	Utech
Name:	<u>A</u>
Roll No. :	To Annual Williams and Exclared
Inviailator's Signature :	

CS/MMA/SEM-3/MMA(ESB)-309/2011-12

2011

FAMILY BUSINESS MANAGEMENT

Time Allotted: 3 Hours Full Marks: 70

 ${\it The figures in the margin indicate full marks.}$

Candidates are required to give their answers in their own words as far as practicable.

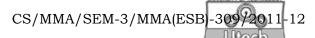
GROUP - A (Multiple Choice Type Questions)

- 1. Choose the correct alternatives for the following: $10 \times 1 = 10$
 - i) Which is not a family business?
 - a) Tata Steel Ltd.
 - b) Reliance Industries Ltd.
 - c) State Bank of India
 - d) All of these.
 - ii) Informal succession involves the life long preparation for assuming responsibilities.
 - a) Leadership
- b) Training
- c) Valuable
- d) Formal.

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iii)	mer	0	the	ing forum for family business, make plans, eneration.
	a)	Family retreat	b)	Family council
	c)	Family Charter	d)	None of these.
iv)	written document that spells out the goal purpose, values of the family and that established policies about the family assets.			
	a)	Family retreat	b)	Family council
	c)	Family Charter	d)	None of these.
v)	both business and pleasure, usually over a 2-3 d period of time and often employing the services of facilitator and/expert in the field to organize and inforthe family.			
	a)	Family retreat	b)	Family council
	c)	Family Charter	d)	None of these.
vi)		at does it mean to iness?	'prof	fessionalize' the family
	a)	Plan for the decline of	your	family business
	b)	Plan for the growth of	your	family business
	c)	Execute the growth of	your	family business
	d)	Plan for the rise of you	ır fan	nily business.
vii)	The	final stage in strategic	mana	agement is
	a)	strategy evaluation an	d cor	ntrol
	b)	strategy formulation		
	c)	strategy implementation	on	
	d)	none of these.		



- viii) What are core competencies?
 - a) Resources which critically underpin competitive advantage and that others cannot obtain
 - b) Activities and processes needed to meet customers' minimum requirements and therefore to continue to exist
 - c) Key skills required for success in a particular business
 - d) Activities that underpin competitive advantage and are difficult for competitors to imitate or obtain.
- ix) The value chain attempts to identify those activities which add value to
 - a) the employee
- b) customers
- c) shareholders
- d) senior management.
- x) Family businesses are
 - a) very small
- b) very large
- c) medium sized
- d) all of these.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. What are the main characteristics of a succession plan?
- 3. What are the key challenges faced by a family business in the era of globalization?
- 4. What is the difference between goals & objectives?
- 5. What are the issues to be tackled by a family business?
- 6. What are holding and subsidiary company?

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GROUP - C

(Long Answer Type Questions)

Answer any three of the following.



- 7. Discuss the strategies for improving the capability of a family business.
- 8. a) What is strategic implantation?
 - b) Discuss the importance of strategic evaluation and control in family business.
- 9. "Business succession planning should be a priority for every family business." Discuss with pertinent examples.
- 10. a) Discuss the three circle model of family business.
 - b) Explain the importance of the family business system governance.
- 11. Discuss the history and development of one family in the Indian context.

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