

# **PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2025**  
**(Fifth Semester)**

## Branch – BUSINESS ADMINISTRATION

## **MAJOR ELECTIVE COURSE – I FAMILY BUSINESS MANAGEMENT**

Time: Three Hours

**Maximum: 75 Marks**

**SECTION-A (10 Marks)**

### Answer ALL questions

**ALL** questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

**Cont...**

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$ 

Question No.	Question	K Level	CO
11.a.	Explain the three-generation rule in family business with examples.	K2	CO1
	(OR)		
11.b.	Describe the Systems Theory model of family business.	K2	CO1
12.a.	Discuss the challenges of succession and methods to manage them in family governance.		
	(OR)	K3	CO2
12.b.	Illustrate the responsibilities of shareholders in a family-owned business.		
13.a.	Explain the role of next-generation leaders in ensuring continuity of family business.	K3	CO3
	(OR)		
13.b.	Describe the different types of CEOs in family succession planning.	K3	CO3
14.a.	Analyse the life cycle stages influencing family business strategy.		
	(OR)	K4	CO4
14.b.	Evaluate the concept of strategic regeneration with suitable examples.		
15.a.	Assess the role of culture in sustaining family businesses across generations.	K4	CO5
	(OR)		
15.b.	What strategies can family businesses adopt to professionalize management while preserving family values in future ?	K4	CO5

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$ 

Question No.	Question	K Level	CO
16	Analyse the competitive challenges and advantages of family businesses in today's market.	K4	CO1
17	Evaluate the importance of family governance structures in ensuring enterprise sustainability.	K5	CO2
18	Infer the spouse's involvement in the overall business and how the power will transfer?	K5	CO3
19	Design a strategic plan for transgenerational entrepreneurship in a family-owned manufacturing firm.	K6	CO4
20	Develop an organizational development model to ensure the future of a family business.	K6	CO5