

MAJOR ELECTIVE COURSE – I FAMILY BUSINESS MANAGEMENT

Maximum: 75 Marks

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

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 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. | K3 | CO2 |
| | (OR) | | |
| 12.b. | Illustrate the responsibilities of shareholders in a family-owned business. | K3 | CO2 |
| 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. | K4 | CO4 |
| | (OR) | | |
| 14.b. | Evaluate the concept of strategic regeneration with suitable examples. | K4 | CO4 |
| 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 × 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 |

Z-Z-Z

END