23MSU523AN

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(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 × 1 = 10)

Question No.	Question	K Level	CO
1	Which model explains the interaction of family, ownership, and business systems? a) Systems Theory Model b) ECI-U Model c) Agency Theory d) Emotional Intelligence Model	K1	CO1
2	Genograms are used in family business studies to: a) Measure financial performance b) Map family relationships and messages c) Record taxation history d) Develop business strategy	K2	CO1
3	Which of the following is a challenge in family governance? a) Effective shareholder meetings b) Succession planning c) Dividend distribution d) Tax exemptions	K1	CO2
4	The concept of strategic fit in family firms implies: a) Matching strategy with environment and resources b) Following market competitors only c) Imitating global corporations d) Ignoring family ownership	K2	CO2
5	A next-generation leader in family business should primarily possess: a) Technical skills only b) Interests, abilities, and leadership qualities c) Ownership shares d) Family wealth	K1	CO3
6	In family succession, the spouse CEO is usually associated with: a) Transfer of power b) Business expansion c) Agency conflicts d) Entrepreneurial start-ups	K2	CO3
7	The Business Rejuvenation Matrix is a tool for: a) Evaluating family conflict b) Assessing competitive advantage c) Strategic renewal of businesses d) Analyzing genograms	K1	CO4
8	Which factor is central to transgenerational entrepreneurship? a) External investors b) Unique vision of family-controlled business c) Government regulations d) Outsourcing strategies	K2	CO4
9	In organizational change, commitment planning refers to: a) Family succession b) Employee acceptance of change c) Tax planning d) Business diversification	K1	CO5
10	The "three states of evolution" in family business refers to: a) Leadership, ownership, culture b) Continuity, change, sustainability c) New leaders, culture, commitment d) Past, present, future	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Describe the Agency Theory of family business and its implications.	K2	CO1
	(OR)		
11.b.	Explain the role of emotional intelligence in family business management.		
12.a.	Illustrate the differences between shareholders and managers in family businesses.	K3	CO2
	(OR)		
12.b.	Discuss the challenges to family governance and their impact on sustainability.		
13.a.	Explain the role of the CEO as an architect of succession.	K3	CO3
	(OR)		
13.b.	Illustrate the role of spouse in family business succession planning.		
14.a.	Analyse the concept of life cycle stages in strategic planning for family firms.	K4	CO4
	(OR)		
14.b.	Examine the role of the Business Rejuvenation Matrix in family business strategy.		
15.a.	Evaluate the three states of evolution in family business with examples.	K4	CO5
	(OR)		
15.b.	Analyse the role of organization development approaches in family business change management.		

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 role of genograms and family messages in shaping family business dynamics.	K4	CO1
17	Evaluate the responsibilities of shareholders to the company in ensuring governance.	K5	CO2
18	Critically assess the importance of next-generation personalities in managing interdependence.	K5	CO3
19	Develop a strategic regeneration model for a declining family business.	K6	CO4
20	Propose a change management plan for the future of a family-controlled enterprise.	K6	CO5

Z-Z-Z END