

2055

M.Com. (Entrepreneurship and Family Business)

Fourth Semester

FB-402: Strategy Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry 16 marks.

x-x-x

UNIT - I

1. Explain the concept of corporate strategy. How does it differ from business-level strategy, and why is it critical for managing diversified organizations?
2. How can strategic planning in family-owned businesses differ from professionally managed firms? Discuss with reference to succession, governance, and emotional ownership.
3. Evaluate the strategic differences between internal growth, mergers and acquisitions, and strategic alliances. Under what circumstances should a firm choose one over the others?
4. Critically evaluate the interrelationship between SWOT analysis and strategic alternatives. How can a firm use internal capabilities and external opportunities to decide between market penetration, diversification, or a merger and acquisition strategy?
5. Discuss the unique challenges involved in the implementation and evaluation of strategy in family businesses. How do factors like family values, emotional ownership, and legacy aspirations influence strategic execution, and what mechanisms can help ensure objectivity and alignment with business goals?

UNIT - II

6. Discuss the strategic management process in family businesses. Explain the concept of "strategy-structure fit" in family businesses. How should the structure evolve as the business grows?
7. How can technology-driven strategy help traditional family businesses stay competitive in a fast-changing environment? Analyze the barriers to technology adoption in traditional family businesses and how to overcome them.

(2)

8. How do family businesses assess their growth strategies, and what role does strategic control play in evaluating and adjusting these strategies? Compare strategies for stabilization versus growth, particularly in the context of generational shifts and external market pressures.
9. Explain the strategic importance of aligning organizational structure with business goals in family businesses. How can family businesses manage dual leadership: the business leader and the family patriarch/matriarch?
10. Write short notes on following:-
 - a) Universal Inner Structure of Effective Leaders
 - b) Strategies for stabilization of family business

x-x-x