Exam.Code:0314
Sub. Code: 25393

2056

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 in family businesses. Discuss the role of Porter's Five Forces Model and 7-S Framework in strategic decision-making.
2. Explain the role of Board of Directors and Top Management in strategic planning and implementation in family businesses.
3. Analyse the importance of portfolio analysis and display matrices in strategic decision-making.
4. Discuss the concept, types, and strategic importance of mergers and acquisitions. What challenges do family businesses face in M&A?
5. Explain the process of strategy implementation. What are the key issues and barriers faced during implementation?

UNIT - II

6. Discuss the relationship between strategy, environment, and structure in family businesses. How do these elements influence each other?
7. Evaluate the importance of technology management in slow-to-change family businesses. Discuss in-house development vs. acquisition of technology.
8. Discuss performance appraisal, assessment, and control systems in family businesses. How do they support growth strategies?
9. Discuss the concept of social responsibility in family business strategy. Why is it important today?
10. Write short notes on following
    a) Growth strategies for traditional family business
    b) Universal inner structure of effective leaders.

x-x-x