

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539262

Date:31/01/2023

Subject Name: Family Business Management

Time:10:30 AM to 1:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 Short Questions

(14)

- (a) Innovation
- (b) Non-Executive directors
- (c) Hindu Undivided family
- (d) Business Plan
- (e) Non family managers
- (f) Creative flexibility
- (g) Family Retreats

Q.2(a) Discuss the family business life cycle and life cycle stages.

(7)

Q.2(b) What is succession? You are running your own business of furniture manufacturing; you have been given the opportunity to take decision on succession. Which steps you will follow for succession planning.

(7)

OR

Q.2(b) Differentiate between Captain Model and Emperor model and the conditions in which you can use these models?

(7)

Q.3(a) Some family firms apply a branch structure to their decision making. For instance, when selecting family members for the board of directors, they give each branch of the family tree the opportunity to appoint one person to the board. What are the potential advantages and disadvantages of this structure?

(7)

Q.3(b) Discuss different types of conflicts which takes place in family business. Give example of few of them.

(7)

OR

Q.3(a) What is stewardship? What are your views in promoting stewardship in family business?

(7)

Q.3(b) Explain the dynamics and challenges faced by family business.

(7)

Q.4(a) What is the role of founder and women of the family in the business. Discuss in detail.

(7)

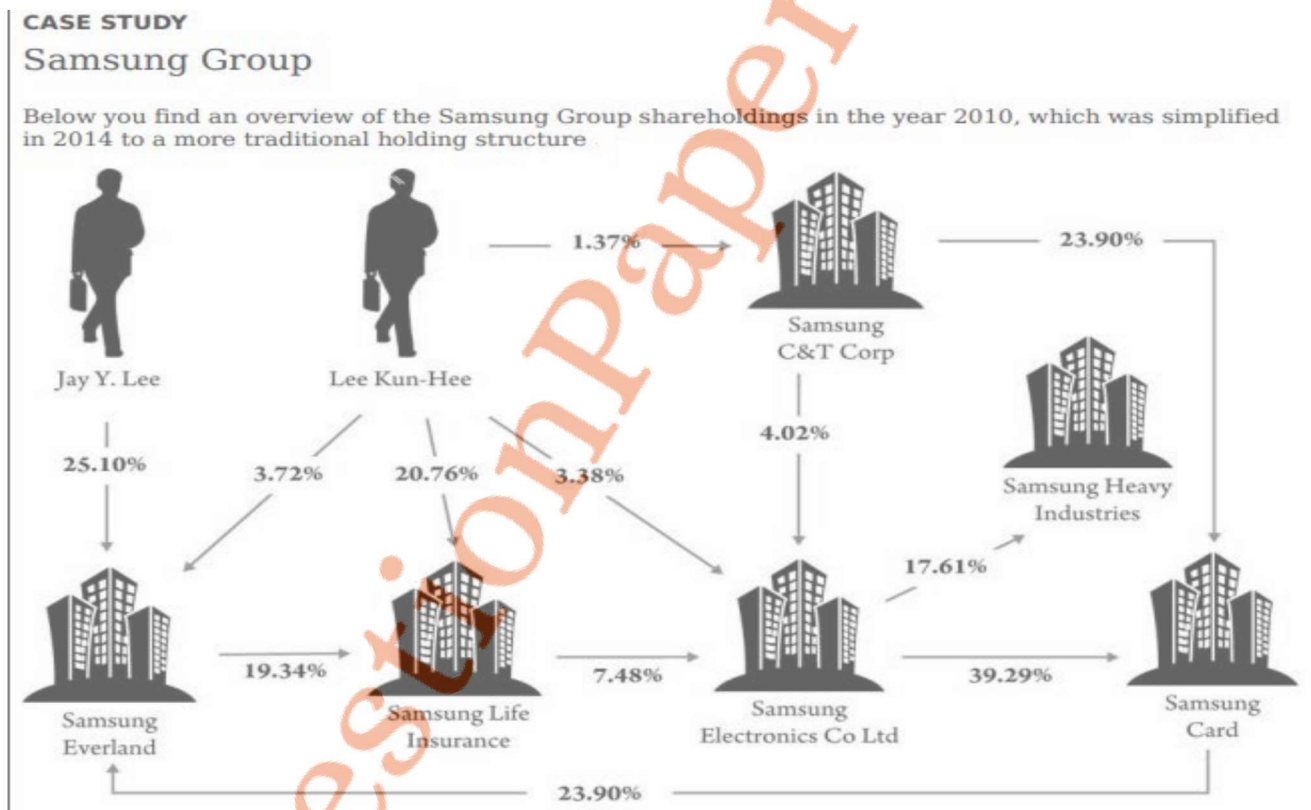
Q.4(b) “Creating a history of a family business is very important for a family business”. If you agree with the statement then given the reasons behind it and if you don’t agree then reason for that. (7)

OR

Q.4(a) A business-owning family with multiple members owning a small portfolio of companies and assets approaches you because of your expertise in family governance. You are asked to advise the family in developing a family charter. How would you approach the task? Please lay out a process model about how you would work with the family toward completing the charter. And what are the issues to be addressed. (7)

Q.4(b) You have been assigned the work of creating the business plan of your own family business to be presented in a business summit. Which are the different components which you will include in the plan. Explain them in detail. (7)

Q.5



(a) What problems and opportunities do you see for the family owners of such a structure? (7)

(b) Assume that you are small nonfamily shareholder in Samsung Electronics. What are your concerns and hopes about investing in this company? (7)

OR

Q.5 (a) What are the advantages and disadvantages for the individual firms affiliated with the Samsung family business group? (7)

(b) Assume that you are small nonfamily shareholder in Samsung life insurance. What are your concerns and hopes about investing in this company? (7)
