

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –III-EXAMINATION – WINTER-2023

Subject Code:4539262

Date: 06-12-2023

Subject Name: Family Business Management

Time:10:30 AM TO 01:30 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	Definitions / terms / explanations / short questions based on concepts of theory/practical	14
	<ol style="list-style-type: none"> 1. Family Meeting 2. Stakeholders 3. Hindu Undivided Family 4. Succession Planning in Family Business 5. Performance Budget 6. Commitment 7. Innovation 	
Q.2	(a) Most businesses do not survive beyond the second generation. Contemplate on reasons for this.	07
	(b) What are the three components to family governance?	07
	OR	
Q.2	(b) Professionalize or perish - this is the only option for a family business. As a young entrepreneur, why should you even make an effort to retain the family business?	07
Q.3	(a) Succession planning should also involve retirement planning. Comment and elaborate	07
	(b) Discuss the history and development of one family in the Indian context.	07
	OR	
Q.3	(a) What is a shareholder's agreement and why is it very significant for a family business ?	07
	(b) Explain the challenges faced by women in Family Business with relevant example.	07
Q.4	(a) What are rights of a daughter in undivided Hindu Family? Explain in detail.	07
	(b) 'A non-family member act as bridge between MD and outside advisors'. Explain.	07
	OR	
Q.4	(a) Discuss the importance of values and ethics in family business.	07

	(b)	What are do's and don'ts while working professionally in a Family Business?	07
Q. 5		<p>CASE STUDY:</p> <p>NEW DELHI: Some fights simply teach you how not to fight. Way back in the 1990s, it seemed a pity when the members of the Shriman family, who had led the family business for four generations, found themselves dealing with a four-way split. Twenty years later, relations may have normalized between members but Ajay, Vikram and Ajit Shriman of the Shridhar Shriman family -part of erstwhile DCM Shriman group, feel that rift played a critical role in teaching them the value of being together. No wonder they spend hours and hours together, not just at work but also in structuring a set of guidelines for their future generations. According to some experts, the urgency to create systems and strategies had come from the fact that many first generation entrepreneurs or patriarchs are now coming to terms with the fact they cannot be around forever to keep trouble at bay. So while issue of either creating a succession plan had traditionally been deferred indefinitely or left to third or subsequent generations, a first generation entrepreneur like GM Rao, Chairman of the GMR group, which developed the new Hyderabad and Delhi airports, chose to bring in advisors to help him create a family constitution in the year 2000.</p>	
	(a)	Families are now going for family constitutions. While the intent may be right, these may also turn out to be just gimmicks and not much. Comment.	07
	(b)	Why the differences occur between the family members when start working together?	07
		OR	
	(a)	What are the absolute commandments, which a family must follow to save its businesses	07
	(b)	Does a family meeting important in critical situations?	07

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