

R17
Code No: 743AR
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, December - 2018
FAMILY BUSINESS MANAGEMENT
Time: 3hours
Max.Marks:75
Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A
5 × 5 Marks = 25

- 1.a) What do you mean by the three generation rule? [5]
- b) List out the twelve elements of strategic-fit. [5]
- c) State the qualities of a successful CEO. [5]
- d) Why do family-controlled businesses need a unique vision? [5]
- e) Interpret the importance of institutionalizing the change. [5]

PART - B
5 × 10 Marks = 50

2. Discuss the merits and demerits of systems theory model of family business. [10]
- OR**
3. Examine the four clusters of competencies discussed in the ECI-U model. [10]
4. Critically analyze the responsibilities of shareholders to the company. [10]
- OR**
- 5.a) Give out the role of the Board of Directors in effective governance of shareholders. [5+5]
- b) What are the challenges to family governance? [5+5]
6. Describe the characteristics of next generation leaders. [10]
- OR**
7. Make a critical assessment of the characteristics of different types of CEOs. [10]
8. Illustrate the strategies available for family-businesses while they are at different stages of their life-cycle. [10]
- OR**
- 9.a) State the importance of business rejuvenation. [5+5]
- b) Elaborate the features of the business rejuvenation matrix. [5+5]
10. Examine the traits of New Leaders of the evolution. [10]
- OR**
- 11.a) Discuss the significance of continuity and culture. [5+5]
- b) Outline the concept of organic competency. [5+5]

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