

**R17****Code No: 743AR****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2019****FAMILY BUSINESS MANAGEMENT****Time: 3 hours****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) Explain about the agency theory of family business. [5]
- b) Discuss about share holders priority. [5]
- c) Write about the characteristics of next-generation leader. [5]
- d) Explain about Intrapreneurship. [5]
- e) Write about the process of new leader evolution. [5]

**PART - B****5 × 10 Marks = 50**

2. Write about the stewardship perspective of family business. [10]
- OR**
3. Explain about the ECI-U model of family business. [10]
4. Explain about responsibilities of share holders to the company. [10]
- OR**
5. How do you manage the challenges of succession in a family business? [10]
6. Write about next generation attributes interest and abilities for responsible leadership. [10]
- OR**
7. Discuss about types of CEO spouse and the transfer of power. [10]
8. How do you turn your core competencies into competitive advantage? [10]
- OR**
9. Explain about unique vision of family controlled business. [10]
10. Write about the organization development approaches to change. [10]
- OR**
11. How do family businesses thrive through competition explain with an example? [10]

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