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GIET UNIVERSITY, GUNUPUR – 765022
M. B. A (Fourth Semester) Examinations, May' 2021
MB 401 F – FAMILY BUSINESS MANAGEMENT

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)**(1 x 10 = 10 Marks)**Q. 1 Answer ALL questions

- a. The purpose of all good small business strategy is _____
 - i. to increase turnover
 - ii. to increase profitability
 - iii. to achieve competitive advantage
 - iv. to achieve stated objectives
- b. Which of the following sentence is inconsistent in the context of entrepreneur:
 - i. He is owner of the business
 - ii. He operates production activities
 - iii. He is risk taker
 - iv. He searches out business opportunities
- c. Which of the following is alternatively called corporate venturing? a) b) c) d)
 - i. Intrapreneurship
 - ii. Entrepreneurship
 - iii. Act of stating a new venture
 - iv. Offering new products by an existing company
- d. Entrepreneurial Development Institute of India was established by
 - i. Maharashtra Government
 - ii. Gujarat Government
 - iii. Madhya Pradesh Government
 - iv. Tamilnadu Government
- e. Family business always interested to handover the change of his business to:
 - i. Indian Administration Officers
 - ii. Professional Managers
 - iii. Next generation
 - iv. None of the above
- f. Entrepreneurial development is the key to achieve all-round ----- through acceleration of industrial and entrepreneurial activities
 - i. Economic Development
 - ii. Increase In Profits
 - iii. Shareholders Value
 - iv. Business Development
- g. Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment
 - i. Merger
 - ii. Minority Interest
 - iii. Joint venture
 - iv. Majority interest
- h. Choose the type of Entrepreneur that is not based on Motivation:
 - i. Pure
 - ii. Corporate
 - iii. Spontaneous
 - iv. Induced
- i. EDP (Entrepreneurship Development Programmes) is required to help:

Existing entrepreneurs	First generation entrepreneurs
Future generations	None of the above
- j. Which of the following is the Activity of a Business Entrepreneur?
 - i. Production
 - ii. Marketing
 - iii. Operation
 - iv. All of the above

PART – II : (Short Answer Questions)

(2 x 5 = 10 Marks)

Q.2. Answer *ALL* questions

- a. Define the vision of Family Business
- b. What are the responsibility of the senior generation
- c. Define corporate Governances
- d. What is Working capital
- e. Define the Merger

PART – III: (Long Answer Questions)

(6 x 5 = 30 Marks)

Answer any **FIVE** questions.

3. What are the rules to save Family business
4. Discuss the stages of growth in a Family business
5. How Family business maintain product life cycle
6. What are the corporate Governances issues in Family business
7. Discuss in detail Top companies in India doing Family business over the generation
8. Write short notes on;
 - i. Risks associated in business
 - ii. Uncertainty in business
9. What are the various of finance for doing effective business
10. To become a successful leader in business, what strategy should be followed?

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