

1127

M.Com. (M.E.F.B.) Third Semester
FB-304: Family Business Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

UNIT – I

- I. Bring out the process of reorienting family business for new environment. (16)
- II. How can the trust among family and non-family members be promoted in family business? (16)
- III. What are the cultural and organizational family issues to be handled while leading the family business? (16)
- IV. Write a detailed note on the small business and family business start-up. (16)
- V. Discuss the process of licensing buyout opportunities and franchising. (16)

UNIT – II

- VI. Discuss the terms and conditions for effective control by the family over its business. (16)
- VII. Write short notes on the following:-
 - a) Social entrepreneurship
 - b) Business ethics (8,8)
- VIII. Write an essay on estate and ownership planning. (16)
- IX. What are the implications of mixing family and business profiles, especially the high pitch profiles? (16)
- X. What are the legal issues to be handled in events such as termination, resignation and death of a principal family member? (16)

x-x-x