

Exam.Code:00314

Sub. Code: 2711

1058

M.Com. (Master of Entrepreneurship and Family Business)

Fourth Semester

FB-402: Strategy 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. What are various stages of a product in their life cycle? Outline various strategies for different stages of product in its lifecycle? Give examples. (16)
- II. write short notes on following:-
 - a) Remuneration of directors
 - b) Clause 49 (16)
- III. What is competitive analysis? Identify the five competitive forces and explain how they determine an industry's profit potential. (16)
- IV. What is portfolio analysis? Discuss various techniques of portfolio analysis. (16)
- V. "Implementation and evaluation of strategy in family businesses is a neglected area". Do you agree or disagree with the statement. Justify your answer. (16)

UNIT – II

- VI. Define strategic competitiveness, strategy, competitive advantage, above-average returns, and the strategic management process. (16)
- VII. Describe what strategic leaders can do to establish and emphasize ethical practices in family businesses. (16)
- VIII. Discuss various growth strategies for modern family businesses. (16)
- IX. Write short notes on the following:-
 - a) In-house development of technology
 - b) Strategy and social responsibility of family businesses (16)
- X. Discuss in detail strategies for stabilization and growth of family owned businesses. (16)

x-x-x