

MEF02 4th

Exam.Code:0314
Sub. Code: 2711

2053
M.Com. (Entrepreneurship and Family Business)
Fourth Semester
FII-402: Strategy Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry equal marks.

X-X-X

UNIT - I

1.
 - a. Outline the different stages of a venture life cycle and the possible strategies for stages of a venture life cycle?
 - b. What are the functions of a Board of directors in Family business?
2. What is internal corporate analysis? How is "Core competence" of a firm identified and developed?
3. Discuss Porter's five forces model as a tool for conducting environmental analysis. What are the main contributions of the Porter's five forces model to strategic development.
4. "Portfolio analysis helps identify direction of corporate level strategy for a strategic business unit" Discuss the statement with help of some tools which can be used for portfolio analysis by a company.
5. Strategy implementation and evaluation is an essential process for any organization. By implementing a strategy and evaluating its success, organizations can ensure that they continue to move in the right direction and achieve their goals. Discuss the strategic implementation and evaluation process.

UNIT - II

6. Discuss in detail the strategic management process? List the factors which influence the strategic management process.
7. Discuss in detail the relationship between structure, strategy and leadership in a family business? In a family business where three generations are working together who has primary responsibility for strategic leadership, and what are the five key strategic leadership actions?
8. Discuss different strategies for stabilization of a family business? How are these strategies different for a modern and traditional family business?
9. What are some of the structures that can be put into place to promote success in a family business?
10. Write short notes on following
 - a. Social responsibility of family business
 - b. Absorption of technology in family business

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