

2054  
M.Com. (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. All questions carry equal marks.*

x-x-x

UNIT – I

1. Discuss various stages of product life cycle. Discuss the importance of adaptability and innovation throughout the entire venture or product life cycle.
2. Discuss the unique challenges and opportunities in corporate strategy and planning for family businesses compared to non-family enterprises. How do family dynamics, succession planning, and long-term legacy considerations influence strategic decision-making?
3. Using the 7-S Framework, analyze how an organization's strategy, structure, systems, shared values, skills, staff, and style contribute to its competitive advantage. Discuss how alignment across these elements can enhance organizational performance and effectiveness.
4. Analyze the role of mergers and acquisitions (M&A) in corporate strategy, including motives, integration challenges, and value creation opportunities. Discuss the factors influencing M&A decisions
5. Write short notes on following
  - a. Core competence
  - b. Cost analysis

UNIT - II

6. Discuss the unique challenges and opportunities in developing and implementing strategic management processes in family businesses compared to non-family enterprises.
7. Outline the stages of the strategic management process and their application in family businesses. How can strategic planning, implementation, and evaluation be tailored to address the specific needs and goals of family-owned enterprises?
8. Explore the process of technology absorption within Family business. How can family businesses effectively integrate and assimilate new technologies into their existing operations, processes, and products to maximize value creation and innovation outcomes?
9. Assess the importance of performance appraisal systems in traditional and modern family businesses. How can these organizations effectively measure and evaluate the performance of family members and non-family employees?
10. Explore the strategies for stabilizing family businesses during periods of transition, uncertainty, or crisis.