

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86.

(For candidates admitted from 2019 and thereafter)

Subject Code : 19BA/ME/FB45

BBA END SEMESTER EXAMINATION – April 2021

BUSINESS ADMINISTRATION

FOURTH SEMESTER

COURSE : MAJOR MAX. MARKS :50

PAPER : Family Business Management TIME : 90 Minutes

SECTION – A

ANSWER ALL QUESTIONS (7 X 2=14)

1. Write a note on Double Bind Communication.
2. What do you mean by Narcissism?
3. Define Family Business.
4. List out any four Psychological Pressure on New Leaders
5. Explain Family Genogram with an example..
6. What are the stages in Family Business Conflict?
7. What is System theory? State its importance in Family Business

SECTION – B

ANSWER ANY TWO QUESTIONS (2 X 8=16)

8. Who is a Founder? What are the Common personality characteristics of founder?
9. Write a note on Lewin's philosophy on Change in a Family Firm.
10. Explain the ways to make Family Business more effective. Also explain the challenges experienced by a new Leader.

SECTION – C

ANSWER ANY ONE QUESTION (1 X20=20)

11. What is Circumplex Model of Marriage and Family Systems.? Explain in detail
12. Explain the impact of Family Myths on the Family Business.
