



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**  
**U.G.DEGREE EXAMINATION – ANIMATION, COMMERCE, & BUSI. ADMIN.**  
THIRD SEMESTER – APRIL 2017  
**BC 3200- CORPORATE CULTURE AND PRACTICE**

Date: 04-05-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART-A**

**Answer All Ten Questions**

**10X2=20**

1. Define corporate culture.
2. Give any two importance of culture.
3. Give any two examples for rituals in an organization.
4. Who are Heroes in an organization?
5. Define values.
6. What do you mean by socialization?
7. What do you mean by power culture?
8. Define task culture.
9. Give any two characteristics of American culture.
10. Give any two characteristics of Japanese culture.

**PART-B**

**Answer Any Four**

**4X10=40**

11. Explain the importance of Organizational Culture.
12. Explain corporate vision and mission with suitable examples.
13. Enumerate why stories are used in organizational culture.
14. Explain Deal & Kennedy corporate tribe model.
15. Brief the important elements of change process in an organization.
16. List any ten cultural characteristics of US.
17. List any ten cultural characteristics of UK.

**PART-C**

**Answer Any Two**

**2X20=40**

18. Discuss the various elements of corporate culture.
19. Explain Hofstede's findings of cross cultural dimension.
20. Explain Handy's typology model of culture.
21. Explain in detail the socio cultural features of India.

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