



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A, B.M.M. & B.Com. DEGREE EXAMINATION – BUSI. ADMIN., ANIMA. & COMM.**

THIRD SEMESTER – NOVEMBER 2015

**BC 3200 - CORPORATE CULTURE AND PRACTICE**

Date : 12/11/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART-A**

**Answer All Questions.**

**10x2= 20 Marks**

1. Define corporate culture.
2. What do mean by values?
3. Define Rituals.
4. How stories help in developing culture of an organization?
5. What are terminal values?
6. List any three elements of corporate culture.
7. Define Power culture.
8. What is growth oriented culture?
9. List any two cultures of US.
10. List any two cultures of Bangladesh.

**PART-B**

**Answer any four questions.**

**4x10= 40 Marks**

11. Explain the importance and scope of corporate culture.
12. Give a brief on how values affect behavior.
13. Briefly explain on four types of Rituals followed in the organization.
14. Explain the characters of cultural network.
15. Explain the various classifications of values.
16. Describe the organizational culture defined by Deal and Kennedy.
17. Outline any ten cultural perspective of Germany.

**PART-C**

**Answer any two questions.**

**2x20= 40 Marks**

18. Write briefly on the various elements of corporate culture.
19. Briefly explain the findings of cross cultural dimensions by Hofstead.
20. Discuss the major factors in determining successful organizational change.
21. Explain the socio cultural features of India and their impact on India Business.

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