

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A., COM. B.M.M. M.M. DEGREE EXAMINATION – BUS.ADM., COM., ANIM.

THIRD SEMESTER – NOVEMBER 2016

BC 3200 – CORPORATE CULTURE AND PRACTICES

Date: 10-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART-A

Answer all the Questions

(10 x 2 = 20 marks)

1. Define corporate culture.
2. What do you mean by Individual values?
3. Give any two examples of routines.
4. Why stories are used in the organization?
5. How do you establish values in the organization?
6. Define organizational structure.
7. Define Weak culture.
8. What do you mean by Mixed culture?
9. Give any two cultural characteristics of Indonesia.
10. Give any two cultural characteristics of Latin America.

PART-B

Answer Any FOUR questions

(4 x 10 = 40 marks)

11. Explain the importance and the scope of Organizational Culture.
12. Explain the different types of Hero's in an organization.
13. Explain the role of change agent in organization culture.
14. Brief the socialization process in an organization.
15. Briefly explain Handy's typology of organizational culture.
16. List any ten cultural characteristics of US.
17. List any ten cultural characteristics of UK.

PART-C

Answer Any TWO questions

(2 x 20 = 40 marks)

18. Explain the various elements of corporate culture.
19. Discuss Edgar schien's approach to organizational culture
20. Explain Handy's typology model of culture with examples.
21. Explain in brief any twenty cultural characteristics of any two Asian countries.
