



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – COMMERCE, BUSI. ADMIN. & ANIMATION

THIRD SEMESTER – NOVEMBER 2017

BC 3200 - CORPORATE CULTURE AND PRACTICE

Date: 15-11-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer all 10 Questions

10* 2= 20 Marks

- 1) Define corporate culture.
- 2) List any two mission statement of a Indian Company.
- 3) What are Rituals?
- 4) Who are Heroes in the organization?
- 5) Define Values.
- 6) What do you mean by socialization?
- 7) What is weak culture?
- 8) What do you mean by power culture?
- 9) List any two culture of Japan.
- 10) List any two culture of Malaysia.

PART B

Answer Any 4 Questions

4*10= 40 Marks

- 11) Explain the importance of Corporate Culture.
- 12) Write a note on the variables of culture.
- 13) Explain the importance of organizational structure.
- 14) Brief on the process of socialization of Employees.
- 15) Explain Deal & Kennedy's corporate Tribe model.
- 16) List any 10 cultural characteristics of US.
- 17) List any 10 cultural characteristics of UK.

PART C

Answer Any 2 Questions

2*20= 40 Marks

- 18) Brief explain the role of Values in shaping the types of corporate culture .
- 19) Explain Hofstead's findings on cross cultural dimensions.
- 20) Brief on Handy's typology of Corporate culture.
- 21) Briefly explain the socio cultural features of India.

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