



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

BBA. DEGREE EXAMINATION – BUSINESS ADMIN.

THIRD SEMESTER – APRIL 2014

BC 3200 - CORPORATE CULTURE AND PRACTICES

Date : 10/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

Section – A

Answer ALL questions.

10x2=20 marks

1. Differentiate between Individual and Collective Values
2. What are the stages in Socialization process?
3. Explain the role of a change agent in Organizations
4. How do employees learn culture?
5. What is ethical culture type?
6. What are the features of European work culture?
7. What is corporate Vision?
8. What are rituals and routines?
9. What is power distance?
10. What is Instrumental value?

Section-B

Answer any five questions.

5x8=40 marks

11. Discuss as to how values affect behavior?
12. Briefly explain how to diagnose corporate culture according to Deal and Kennedy?
13. Describe organizational typology according to Reimann&Yoash.
14. Explain Characteristics of culture as described by Hofstede.
15. Describe the three different strategies for culture change.
16. Explain American HRM practice.
17. What are the main points of differences between UK & Japanese practice of management?
18. What are the strengths and weaknesses of Chinese Family business?

Section-C

Answer any two questions.

2x20=40marks

19. Explain the main elements of corporate culture.
20. Discuss the functions of corporate culture?
21. Describe the Socio- Cultural features of India and their Impact on organizational working.
