



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – APRIL 2018

BC 3200- CORPORATE CULTURE AND PRACTICE

Date: 04-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer all the Questions.

(10X2=20)

1. What is culture?
2. Give any two scope of culture.
3. What are values?
4. What is Organizational Structure?
5. What are called as rituals in the organization?
6. Define Vision Statement.
7. Define Socialization of Employees.
8. What is called as power culture?
9. List any two cultural factors of India.
10. List any two cultural factors of Europe.

SECTION - B

Answer any four Questions.

(4X10=40)

11. Explain the role of values in shaping corporate culture.
12. How stories and symbols play an important role in the organization.
13. Explain the importance of Heroes in the organization.
14. Discuss the change process in the organization.
15. Deliberate on Handy's Typology.
16. List any 10 cultural characteristics of US
17. List any 10 Cultural Characteristics of Europe.

SECTION - C

Answer any two Question.

(2X20=40)

18. Discuss the importance of Corporate Culture.
19. Deliberate briefly on the various elements of corporate culture.
20. Briefly explain on Hofstede's findings on the cross cultural dimension.
21. Explain the socio cultural features of India.

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