



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A., B.COM., B.M.M. DEGREE EXAMINATION – BUSI. ADMIN., COMME. & ANIMA.

THIRD SEMESTER – APRIL 2016

BC 3200 - CORPORATE CULTURE AND PRACTICES

Date: 04-05-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer All Questions.

10x2= 20 Marks

1. Define corporate culture
2. What is corporate mission?
3. List any two elements of culture
4. What do you mean by rituals?
5. Who are corporate Heroes?
6. How do you establish value in the organization
7. What is mixed culture
8. What is weak culture
9. List any two culture of India
10. Give any two culture of Japan

PART-B

Answer any four questions.

4x10= 40 Marks

11. Explain the different cultural variables of the organization
12. Briefly explain the different types of ritual in the organization.
13. Explain the different types of values in the organization.
14. Discuss the socialization process of the employer in the organization.
15. Explain the Deal & Kennedy's corporate tribe Model in detail
16. Outline any ten corporate culture of Europe
17. List any ten cultural style of North America.

PART-C

Answer any two questions.

2x20= 40 Marks

18. What are the various elements of corporate culture? Brief each element in detail.
19. Briefly explain Edgar schien approach to organizational culture.
20. Explain the socio cultural feature of South Asian countries
21. Explain the socio cultural features of India and their impact on India Business.
