



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2018

BC 3200 – CORPORATE CULTURE AND PRACTICES

Date: 30-10-2018

Dept. No.

Max. : 100 Marks

PART-A

Answer All Questions

10*2= 20 Marks

- 1) Define Corporate Culture.
- 2) List any two importance of corporate culture.
- 3) Define Organization structure.
- 4) What are Routines?
- 5) Who are heroes in the Organization?
- 6) Define Values.
- 7) Define Socialization.
- 8) What is Power culture?
- 9) List any two cultural characteristics of Japan.
- 10) List any two cultural characteristics of India.

PART-B

Answer any Four Questions

4*10= 40 Marks

- 11) Discuss the importance of Corporate Culture.
- 12) Explain different rituals and routines performed in Organization.
- 13) Discuss the process of Socialization of Employees.
- 14) Explain Deal and Kennedy corporate Tribe model.
- 15) Brief on Reimann & weiner's generic corporate culture.
- 16) List any ten cultural characteristics of US.
- 17) List any ten cultural characteristics of UK.

PART-C

Answer Any Two Questions.

2*20= 40 Marks

- 18) Briefly explain the various elements of corporate culture.
- 19) Discuss Hofstede's findings on cross cultural dimension.
- 20) Discuss Handy's Typology.
- 21) Discuss on the socio cultural features of India.