

C 41785

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER B.B.A. DEGREE EXAMINATION, APRIL/MAY 2013

(CCSS)

BB 11 A 10—CULTURE AND CIVILISATION

Time : Three Hours

Maximum : 30 Weightage

Part A

*This part consists of three bunches of questions.
Each bunch has four questions of equal marks.
Answer all twelve questions.*

A. Fill in the blanks :

1. _____ culture consultants are providers of consultancy services in the organisation to _____ maintain organisational culture.
2. Financial performance is a function of both industry attractiveness and _____ advantage.
3. Cochin Refineries Ltd. is producing _____ and Natural gas.
4. The first Malayalam films, a silent film, titled _____ was released in 1928.

B. Choose the correct answer from brackets :

5. The United Nations Children's Fund is abbreviated as :
(a) UNCF. (b) UNACF.
(c) UNICEF. (d) UINCEFD.
6. The belief that the ways of one's own culture are the only proper ones is called :
(a) Culture shock. (b) Culture lag.
(c) Cultural dualism. (d) Ethnocentrism.
7. Which one of the following is not an element of civilization ?
(a) Literacy. (b) Religion.
(c) Urban Society. (d) Profit.
8. Malayalee's culture is the offshoot of :
(a) Dravidian culture. (b) Tamil culture.
(c) Arabian culture. (d) Jain culture.

C. Answer in one word :

9. The Mumbai based film industry is popular by the informal name :
10. The practice of importing overall knowledge to a student from the home of Guru or teacher is known as :

Turn over

11. The values, beliefs, assumptions, and symbols that define the way in which a firm conducts its business is termed as :
12. The Malayalam Calendar year (Kollavarsham) corresponding to the present year 2012 of English Calendar year is :

(12 × $\frac{1}{4}$ = 3 weightage)

Part B

*Answer all nine questions in one or two sentences each.
Each question carries a weightage of 1.*

13. What is sub-culture ?
14. What are symbols ?
15. What is meant by Ethnology ?
16. Define Culture Shock.
17. What is meant by Transculture ?
18. Define Civilization.
19. What do you mean by Joint Family ?
20. Name any four forms of keralite performing art.
21. Name any four variety of spices exported from Kerala.

(9 × 1 = 9 weightage)

Part C

*Answer any five questions in not more than one page each.
Each question carries a weightage of 2.*

22. Describe briefly the different models of business culture.
23. State and explain the characteristics of Organisational Culture.
24. Who are business culture consultants ? State the services provided by them.
25. Explain the characteristics of an ethical Organisation.
26. Write notes on 'Corporate Culture'.
27. Explain the process involved in changing Corporate Culture.
28. Describe briefly on Corporate Culture values and Strategic change.

(5 × 2 = 10 weightage)

Part D

*Answer any two questions.
Each question carries a weightage of 4.*

29. Explain about Indian Culture and its various elements.
30. Discuss about the history of Civilisation.
31. Explain Kerala Culture and its various elements.

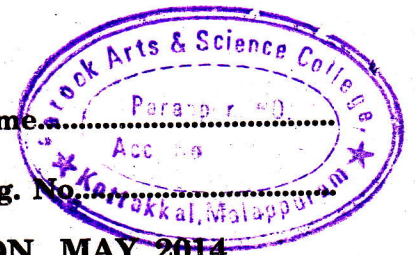
(2 × 4 = 8 weightage)

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(Pages : 3)

Name.....

Reg. No.....



SECOND SEMESTER B.B.A. DEGREE EXAMINATION, MAY 2014

(U.G.—CCSS)

Common Course

BB II A 10—CULTURE AND CIVILIZATION

Time : Three Hours

Maximum : 30 Weightage

Instruction : Answer may be written either in English or in Malayalam.

I. (i) Objective questions :

1 Culture arise from the interaction between the members of a group with the :

- (a) Organization. (b) Law.
(c) Environment. (d) Religion.

2 Which one of the following was not an ancient culture ?

- (a) Greek (b) Roman.
(c) Bangladesh. (d) Chinese.

3 The culture describes and governs the ways a company's owners and employees think, feel and act is called :

- (a) Specific culture. (b) Corporate culture.
(c) Indigenous culture. (d) Foreign culture.

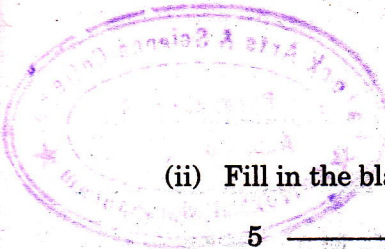
4 Which one of the following is not a feature of Indian Culture ?

- (a) Unity in diversity.
(b) Speed and energetic.
(c) Materialism versus spiritualism.
(d) Change and continuity.

(4 × ¼ = 1 weightage)

29

Turn over



(ii) Fill in the blanks

- 5 _____ is the basic and most important unit of social organization.
- 6 The belief in one God is called _____.
- 7 The type of government in which people choose their leaders who represent them is called _____.
8. The economy which contained buying and selling goods and services is called _____ economy.

(4 × ¼ = 1 weightage)

(iii) Name the following :—

- 9 The religious text of Sikh religion
- 10 Through which constitutional amendment the word secular was included in Indian constitution.
- 11 Name the north Indian language which does not has any independent script.
- 12 The practice exchanging goods with goods is known as

(4 × ¼ = 1 weightage)

II. Write short answers. Answer all *nine* questions.

- 13 Culture.
- 14 Unity in Diversity.
- 15 Hinduism.
- 16 Barter system.
- 17 Business culture.
- 18 Power culture.
- 19 Market economy.
- 20 Corporate culture.
- 21 Organisational culture.

(9 × 1 = 9 weightage)

III. Write short essays in about on any *five* of the following :—

- 22 Examine the difference between culture and civilization
- 23 What are the basic elements of business culture ?
- 24 What are the specialties of Indian business ?
- 25 Analyse the importance of Indian industries.
- 26 Evaluate the difference between small scale industry and large scale industry
- 27 Differentiate between the public sector and private sector cultures.
- 28 What are the essential components of a mixed economy ?

(5 × 2 = 10 weightage)

IV. Write an essay on any *two* of the following :

- 29 Analyse the basic features of Indian society.
- 30 Trace the evolution of business culture in India.
- 31 Examine the historical evolution of corporate culture in India.

(2 × 4 = 8 weightage)

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Name.....

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**SECOND SEMESTER B.B.A. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, APRIL/MAY 2015**

(UG—CCSS)

Common Course

BB II A 10—CULTURE AND CIVILIZATION

Time : Three Hours

Maximum : 30 Weightage

Part A

This part consists of three bunches of questions carrying equal weightage of $\frac{1}{4}$. Each bunch consists of four objective type questions. Answer all twelve questions.

A. Fill in the blanks :

- 1 _____ district is the most urbanized district in Kerala.
- 2 Sopanam provides the background music used in _____ Performances.
- 3 The Paradesi Synagogue at _____ is the oldest synagogue in the Common Wealth.
- 4 The longest consistent civilization in the human story so far is that of _____.

B. Choose the correct answer from the alternatives given :

- 5 A young native Canadian moves from the North West territories to attend university in Toronto, Ontario. The disorientation he feels is called:
(a) Counter culture. (c) Cultural relativism
(b) Culture shock. (d) Cultural lag.
- 6 The values, beliefs, behaviour and material objects that constitute a people's way of life is defined as :
(a) Norms. (b) Culture.
(c) Mores. (d) Folkways.
- 7 A militant group advocates dropping out of the political system and disrupting society. What does this anti-government group represents ?
(a) Sub-culture. (b) Euro centrism.
(c) Counter culture. (d) Popular culture.

Turn over

8 All of the following typically generate cultural change, *except* :

- (a) Diffusion. (b) Ethnocentrism.
(c) Discovery. (d) Invention.

C. Answer in one word :

- 9 The process by which one generation passes culture to the next is called :
- 10 New elements of technology, such as test-tube babies, emerge faster than societal ideas about how to use them. What is this inconsistency called ?
- 11 Name of the Malayalam actor who entered the Guinness World Book of Records for having acted as the protagonist of over 720 movies.
- 12 The performing art of Kerala which is in the form of dance-drama that interprets ancient epics is :

(12 × ¼ = 3 weightage)

Part B

Answer the following in one or two sentences each.

Each question carries a weightage of 1.

Answer all the questions.

13. What is Transculturation ?
14. What are artifacts ?
15. Who are Niranam Poets ?
16. What is secularism ?
17. What is power culture ?
18. Define organization culture.
19. What is the strategy equation ?
20. Define corporate culture.
21. Who are business culture consultants ?

(9 × 1 = 9 weightage)

Part C

Answer any five in one or two paragraph each.

Each question carries a weightage of 2.

22. Explain the characteristics of civilization.
23. Distinguish between culture and civilization.
24. Explain the manifestations of culture.

25. What are the elements of Kerala culture ?
26. Explain the performing arts of India.
27. How to create an ethical organizational culture ?
28. How to cultivate a positive corporate culture ?

(5 × 2 = 10 weightage)

Part D

*Answer any two questions.
Each question carries a weightage of 4.*

29. Explain the concept of ethical organization culture and its benefits. What are the steps for changing the ethical culture of an organization?
30. Explain cultural change and process and its effects.
31. Explain Indian culture and its various elements.

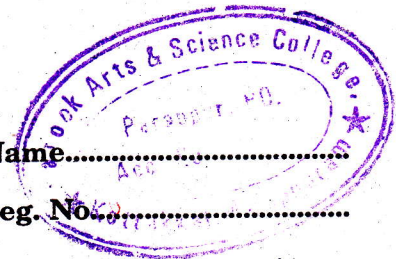
(2 × 4 = 8 weightage)

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(Pages : 3)

Name.....

Reg. No.....



**SECOND SEMESTER B.B.A. DEGREE (SUPPLEMENTARY)
EXAMINATION, MAY 2016**

(UG-CCSS)

Complementary Course

A10—CULTURE AND CIVILISATION

Time : Three Hours

Maximum : 30 Weightage

Part A

This part consists of 3 bunches of four questions each.

Each bunch carries a weightage of 1.

Answer all questions.

I. Fill in the blanks by choosing the most appropriate answer from brackets :

A. 1 A person acquires _____ as a member of the society :

- (a) Income. (b) Profit.
(c) Culture. (d) Ethics.

2 Culture is passed on to succeeding generations primarily through _____.

- (a) Laws. (b) Customs.
(c) Communication. (d) Imagination.

3 _____ are persons, past or present, real or fictitious, who possess characteristics that are highly prized in a culture.

- (a) Heroes. (b) Leaders.
(c) Managers. (d) Kings.

4 _____ is what happens to an individual when he moves to another society and adopts its culture.

- (a) Acculturation. (b) Diffusion.
(c) Transculturation. (d) Cultural Shock.

B. 5 The universal declaration on cultural diversity was adopted by the general conference of the _____ on 2.11.2001.

- (a) WTO. (b) WHO.
(c) UNESCO. (d) UNO.

Turn over

6 The longest consistent civilisation in the human history so far is that of _____.

- (a) Indus. (b) China.
(c) Africa. (d) Greek.

7 _____ is not an important characteristics of civilisation.

- (a) Urban society. (b) Government.
(c) Literacy. (d) Ceremonies.

8 Indian Culture upholds :

- (a) Humanity. (b) Secularism.
(c) Tolerance. (d) All of these.

C. Match the following :

- A
9 FERA
10 LPG
11 IDRA
12 GNP

- B
(a) Economic reform.
(b) 1951.
(c) NNP.
(d) MNC.
(e) FEMA.
(f) EDI.

(12 × ¼ = 3 weightage)

Part B

II. Answer *all* nine questions. Each question carries a weightage of 1 :

- 13 What is ADR ?
14 What is meant by corporate culture ?
15 What do you understand by organisational ethics ?
16 State four elements of organisational culture.
17 Name any four "important areas for industrial growth of Kerala".
18 Give two benefits of an ethical organisational culture.
19 What is defensive culture ?
20 Name any four popular Malayalam writer of the 21st Century.
21 What do you understand by Secularism ?

(9 × 1 = 9 weightage)

Part C

III. Answer any *five* questions. Each question carries a weightage of 2 :

- 22 Distinguish between culture and civilization.
23 What are the characteristics and benefits of civilization ?

- 24 Write a note on UNESCO's universal declaration of cultural diversity ?
- 25 Explain the different methods of learning culture.
- 26 Explain subculture and its features.
- 27 Explain Deal and Kennedy approach of organisational culture.
- 28 Explain how a positive culture can be developed in an organisation.

(5 × 2 = 10 weightage)

Part D

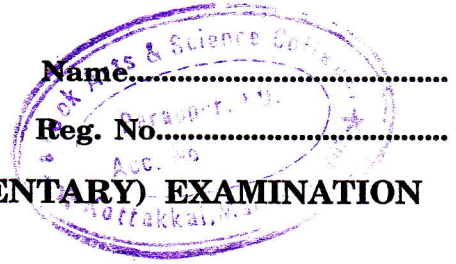
IV. Answer any *two* questions. Each question carries a weightage of 4 :

- 29 Discuss the history and progress of industrialisation of India.
- 30 Define culture and explain its evolution, characteristics and elements.
- 31 Discuss in detail the various elements of Kerala Culture.

(2 × 4 = 8 weightage)

C 25876

(Pages : 3)



**SECOND SEMESTER B.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION
APRIL 2017**

BB II A10—CULTURE AND CIVILIZATION

Time : Three Hours

Maximum : 30 Weightage

Part A

I. This part consists of three bunches of four questions. Each bunch carries a weightage of 1. Answer *all* questions :

A Fill in the blanks by choosing the correct answer from brackets.

1 Financial performance of an organisation is a function of both industry _____ and competitive advantage :

- (a) Time. (b) Attractiveness.
(c) Location. (d) Technology.

2 Corporate _____ consists of in the combined beliefs, values, procedures and atmosphere of a large business :

- (a) Values. (b) Profit.
(c) Culture. (d) Ethics.

3 The state of Kerala is the largest producer of _____ in India.

- (a) Apple. (b) Spices.
(c) Cotton. (d) Wheat.

4 _____ is a popular tourist destination famous for the backwaters and tropical greenery.

- (a) Bengal. (b) Delhi.
(c) Kerala. (d) Punjab.

B 5 _____ transactions do not involve any payment of cash.

- (a) Credit. (b) Options.
(c) Barter. (d) Futures.

6 Bollywood is the informal name given to the popular _____ based film industry.

- (a) Madras. (b) Bengali.
(c) Kannada. (d) Mumbai.

Turn over

7 _____ is one of the classical painters from medieval India.

- (a) M.F. Fusain. (b) S.H. Raza.
(c) Raja Ravi Varma. (d) Jamini Roy.

8 _____ is the well known folk dance of Punjab.

- (a) Chnau. (b) Bhangra.
(c) Dandiya. (d) Garba.

C Match the following :

A

- 9 Sopanam
10 Martial Art
11 Traditional treatment
12 Chakayar Koothu

B

- (a) Kalarippayattu.
(b) Marma chikitsa.
(c) Kathakali.
(d) Drama.
(e) Mono Act.

(12 × ¼ = 3 weightage)

Part B

II. Answer *all nine* questions one or two sentences each. Each question carries a weightage of 1 :

- 13 Define corporate culture.
14 Who are business culture consultants ?
15 What are the advantages that an organisation may receive by appointing multicultural team ?
16 State *two* benefits of an ethical organisational culture.
17 What is power culture ?
18 What do you understand by organisational culture ?
19 What is Tough-guy macho culture ?
20 What is Enculturation ?
21 What is Diffusion ?

(9 × 1 = 9 weightage)

Part C

III. Answer any *five* questions. Each question carries a weightage of 2 :

- 22 Explain the various elements of culture.
23 Explain the different methods of learning culture.

- 24 Write a short note on cultural heritage of India.
- 25 Write a short note on visual art forms of India.
- 26 What are the problems of Indian industrialisation ?
- 27 What are the objectives of Industrial policy of Government of Kerala ?
- 28 What are the characteristics of an ethical organisation ?

(5 × 2 = 10 weightage)

Part D

IV. Answer any *two* questions. Each question carries a weightage of 4 :

- 29 Explain UNESCO's universal declaration of cultural diversity.
- 30 Define culture and explain its characteristics.
- 31 Explain Kerala culture and its various elements.

(2 × 4 = 8 weightage)