

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)