

C 62659

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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)