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Name.....
Reg. No.....

**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 ¼. 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)