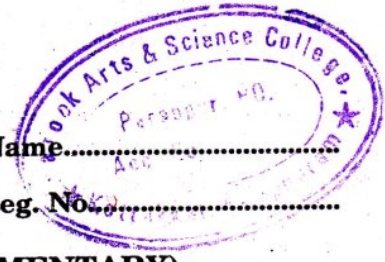


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Name.....

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)