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Name.....

Reg. No.....

**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)