

Seat No. : \_\_\_\_\_

**DG-109**

**December-2013**

**5 Years M.B.A. Integrated (KS) F.Y. MBA**

**Indian Culture & Civilisation**

**Time : 2 Hours]**

**[Max. Marks : 50**

- Instructions :**
- (1) Attempt all **five** questions.
  - (2) Figure to the right indicates marks.
  - (3) State suitable examples wherever necessary.

1. (a) Define Culture. Discuss the elements of Culture. **5**  
(b) Explain in detail the Layers of Culture. **5**
2. (a) What is Vedic Civilization ? Write a note on its elements. **5**  
(b) How the culture is in Rajasthan ? Explain.. **5**
3. Describe Interpersonal Interaction model of Business Culture. **10**

**OR**

Explain the characteristics of an Ethical Organisation.

4. (a) Mention different types of corporate culture and explain the same in detail. **5**  
(b) Are Corporate Culture and Organizational Culture Same ? Explain in detail. **5**
5. Explain the emerging trends in culture as far as the corporate world is concerned. **10**

\_\_\_\_\_