

Seat No. : _____

N31-105

December-2014

First Year MBA (KS), (Integrated)

Indian Culture & Civilization

Time : 2 Hours]

[Max. Marks : 50

1. (A) Write a note on any **one** of following business models. **5**
 - (1) Interpersonal Interaction model
 - (2) Risk and feedback model
 - (B) Mention the importance of business ethics in organization culture. Define characteristics of an ethical organization. **5**
 2. (A) Mr. Mehta joined Torrent power, Ahmedabad in October, 2014. Being a new employee, he does not know anyone in the organization. He wants to know about the company's culture. Give your views on how he can learn about it ? **5**
 - (B) Explain role culture, task culture and power culture with example. **5**
 3. Write a note on emerging trends in social life of people as far as religion, society, family and clothing is concerned. **10**
 4. Explain the culture of India in 19th and 20th century. **10**
- OR**
- (A) Write a note on characteristics of civilization. **5**
 - (B) Mention the difference between culture and civilization. **5**
 5. (A) Write a note on languages spoken in India. **5**
 - (B) Highlight importance on aspects of **5**
 - (1) Gujarati Culture
- OR**
- (2) South Indian culture
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