

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

Final Year/Second Semester Examination in BBA/Bcom/Economics –
2003/2004 (June/July 2005)



COC 4041 MANAGEMENT AND CULTURE

Answer all Questions
Your answers should be in brief and specific

Time : 1 Hour

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- (01)a) What is meant by the term “Organizational Culture” ? Define it and give some examples of its characteristics. (8 marks)
- b) How does a strong culture differ from a weak culture ? (8 marks)
- c) How do employees learn their Organization’s Culture ? (8 marks)
- d) How do you read an Organization’s Culture ? (8 marks)
- e) Explain discriminatory and harassing culture in organizations. (8 marks)
- (02) a) What is “Culture Management” ? (4 marks)
- b) Explain the elements of ‘culture change’ ? (5 marks)
- c) Explain Commonalities and Differences in leadership process in Japan and Sri Lanka. (7 marks)
- d) Explain “Managers, as the basic resource of a Business”. (7 marks)
- e) “Creativity and innovation” are essential to business success. Relate your answer to culture change. (7 marks)
- (03) Explain the following:
- a) “ Individualism” and “Collectivism” (10 marks)
- b). “Process Orientated” and “Result Orientated” (10 marks)
- c) “Win-win Solution” (10 marks)