



OFFICE OF THE DEPUTY CHANCELLOR  
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

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## UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE:           BBM 381

COURSE TITLE:        CULTURE AND MANAGEMENT

DATE: 18<sup>TH</sup> DECEMBER 2023

TIME: 2.00 A.M TO 5.00 P.M

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

**MAIN EXAM**

**BBM 381: CULTURE AND MANAGEMENT I**

**STREAM: BBM**

**DURATION: 3 Hours**

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**INSTRUCTIONS TO CANDIDATES**

- i. Answer Question **ONE** and any other **TWO** questions.*
- ii. Maps and diagrams should be used whenever they serve to illustrate the answer.*
- iii. Do not write on the question paper.*

**QUESTION ONE**

- i. Write explanatory notes on the following terms
  - i. Regional culture (2 marks)
  - ii. Organizational culture. (2 marks)
  - iii. Organizational climate (2 marks)
  - iv. Cultural savvy (2 marks)
  - v. Parochialism (2 marks)
  - vi. Ethnocentrism (2 marks)
  - vii. Leadership style (2 marks)
  
- ii. Explain the concepts using appropriate examples
  - a. Different types of business etiquette (4 marks)
  - b. Business protocol (2 marks)
  - c. International Business negotiation Considerations (2 marks)
  
- iii. Expound on the following
  - a. Features of organizational culture (6 marks)
  - b. Explain the effects of culture in the organization (4 marks)

**QUESTION TWO**

- i. With aid of relevant examples, elucidate the following Concepts
  - a. Dynamics of culture (2 marks)
  - b. Cosmopolitans (2 marks)
  - c. Cultural change (2 marks)
  - d. Cultural sensitivity (2 marks)
  - e. Cross cultural management (2 marks)
  
- ii. Describe the methods of learning organization culture (10 marks)

**QUESTION THREE**

- Explain the four primary forms of organizational culture (20 marks)

#### **QUESTION FOUR**

- a) Explain the roles played by organizational culture (10 marks)
- b) Describe the different cultural dimensions that distinguish one society from another (10marks)

#### **QUESTION FIVE**

- a) Elucidate the characteristics of organizational culture (10 marks)
- a) Discuss the importance of cultural awareness towards proper management (10 marks)