VI Semester B.B.A. Examination, July/August 2024
(NEP Scheme) (Freshers)
BUSINESS ADMINISTRATION
Paper – 6.4 : Cultural Diversity at Work Place

Time : 2½ Hours

Max. Marks : 60

Instruction : **All** *the answers should be written only in* **English**.

SECTION – A

I. Answer **any five** questions, **each** question carries **two** marks.   **(5×2=10)**

  1) a) What is demographic diversity ?

   b) Give the meaning of attitude.

   c) What is open mindedness ?

   d) Define cross cultural awareness.

   e) What is global diversity ?

   f) How do you define perception at work place ?

   g) State the meaning of employee engagement.

SECTION – B

II. Answer **any three** questions, **each** question carries 4 marks.   **(3×4=12)**

  2) How the diversity management takes place in the organisation ? Analyze.

  3) What is prejudice ? Explain the causes of prejudice.

  4) Write a short note on :
   a) Dual career couple
   b) Demographic diversity.

  5) Briefly analyse DEIB policy in relation to organisational change.

  6) Analyse social, psychological perspective on work force diversity.

SECTION – C

III. Answer **any three** questions, **each** question carries **ten** marks.   **(3×10=30)**

7) What is Schwartz value survey ? Explain the values identification in value survey.

8) Define oppression and analyse the concepts of oppression.

9) Briefly explain how an organisational assessment is conducted and the benefits derived by organisational assessment.

10) Explain the measures to be adopted to overcome the challenges of cultural differences.

11) Analyse the impact of Dehumanization in work place.

SECTION – D

IV. Answer **any one** question, **each** carries **8** marks.   **(1×8=8)**

12) What are the cultural issues on international working environment and work life balance ?

OR

13) Organisational assessment and change for diversity and inclusion involves a systematic evaluation of current practices, policies and culture followed by strategic interventions to create a more diverse, equitable and inclusive work place. What is the framework to guide this process ?