



DSEBB – 606

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.

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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 ?