



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **ONE**
SECOND SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 372

COURSE TITLE: CULTURE MANAGEMENT

EXAMINATION DURATION: 3 HOURS

DATE: 12/04/18

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Explain ethical aspects in cultural learning [4 marks]
- (b) Explain main components of organization learning [4 marks]
- (c) Identify main characteristics of a cosmopolitan [4 marks]
- (d) Explain the terms **cultural change** and **agents of cultural change** [3 marks]
- (e) Write brief notes on the following
 - i. Arbitration [2 marks]
 - ii. Negotiation [2 marks]
- (f) Explain the main difference between strong culture and weak culture [6 marks]

QUESTION TWO

- (a) Explain McKnight principles of culture management [6 marks]
- (b) Diversity is common phenomena in modern organizations. Explain ways of enhancing cross-cultural workforce [9 marks]

QUESTION THREE

- (a) Outline cultural paraphernalia that help in preservation of African cultures [5 marks]
- (b) Somali women wear long sleeve dresses, Maasai community adorn on red shukas, based on current techno –world. Can we say they are in medieval period? Justify your arguments. [10 marks]

QUESTION FOUR

- (a) Describe main characteristics of an effective HR manager [6 marks]
- (b) Discuss the attributes of cosmopolitans and communicators in cultural management [9 marks]

QUESTION FIVE

- (a) Explain distinct features of African cultures as compared to western world cultures [5 marks]
- (b) Information technology has both positively and negatively affected culture preservation. Discuss impact of information technology, in the extinction or continuation of cultures. [10 marks]

QUESTION SIX

- (a) Explain organization culture theory and its impact on organization [5 marks]
- (b) define diversity and explain how it enhances diversity in the organization [5 marks]
- (c) Describe importance of organization culture [5 marks]

