

## MBA

**(SEM IV) THEORY EXAMINATION 2018-19  
CROSS - CULTURAL MANAGEMENT****Time: 3 Hours****Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

- a. Define cross - cultural management.
- b. What are the elements of culture?
- c. What are the repatriates problems faced by international firms?
- d. Why is culture important for an organization?
- e. Define Relativism in context of culture diversity.
- f. What do you mean by multiethnicity?
- g. List out different traits of Leadership.

**SECTION B****2. Attempt any three of the following: 7 x 3 = 21**

- a. What are the different cultural norms and values, and how do they differ around the world?
- b. What is cross-cultural negotiation? Explain its importance
- c. Is it possible to change a culture? If so, how?
- d. What are the factors influences while building a high performance winning team? How the adverse factors can overcome?
- e. Explain various features of Europeans culture. Describe what you would expect in negotiation with Europeans and how.

**SECTION C****3. Attempt any one part of the following: 7 x 1 = 7**

- (a) Are some societies better than others? Discuss.
- (b) What are the basic issues involved in recruiting and selecting managers for foreign assignments? What special training do overseas candidates need?

**4. Attempt any one part of the following: 7 x 1 = 7**

- (a) Briefly summarize the major theories of motivation and list some practical suggestions for motivating employees.
- (b) How religions influence corporate culture? How a manager overcomes these types of situations when he deals employees of different religions?

**5. Attempt any one part of the following: 7 x 1 = 7**

- (a) Explain Cross-cultural intelligence. How can we enhance managerial competence by applying it?
- (b) What inter-country differences affect HRM? Give several Examples of how each may specifically affect HRM?

**6. Attempt any one part of the following: 7 x 1 = 7**

- (a) How do cultures affect the communication process of an organization and to what extent?
- (b) Define the meaning of Hofstede's five dimensions of cultural analysis. Elaborate on any two of the following dimensions and illustrate the managerial implications on these dimensions –
  - (i) Power Distance
  - (ii) Individualism Vs Collectivism
  - (iii) Uncertainty Avoidance

**7. Attempt any one part of the following: 7 x 1 = 7**

- (a) Explain the difference between corporate culture of USA and Japan.
- (b) Write short notes on the followings-
  - (i) Kohlberg's Theory of Moral Reasoning
  - (ii) Corporate Social Responsibility in MNC's