

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BBA (2014 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.-5)**

# MANAGING ACROSS CULTURE

**Subject Code : BBA-504**

**M.Code : 72066**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

## SECTION-A

1. **Answer briefly :**
  - a. Iceberg Analogy Model
  - b. Ethical dilemma
  - c. Low context culture
  - d. Polycentric staffing
  - e. Multi-cultural Teams
  - f. Cross-cultural leadership
  - g. Cross-cultural disputes
  - h. Masculinity vs. Femininity
  - i. Cross-cultural adjustment
  - j. Cross-cultural synergy

## SECTION-B

### UNIT-I

2. What do you mean by cross-cultural management? Discuss the significance and impact of cross culture on organisations.
3. What is organisation culture? Discuss the influence of national culture on organisation culture.

### UNIT-II

4. Discuss the characteristics of the four cultural dimensions of Hofstede,
5. What is cultural sensitivity? Why cultural sensitivity is important for global business?

### UNIT-III

6. Discuss the anatomy of negotiations and detail the key success factors which should be kept in mind while conducting successful international negotiations.
7. Why is training important and what are the main challenges faced in training and development of expatriate managers?

### UNIT-IV

8. Explain any four strategic alternatives in global business and competencies required by each of them.
9. Why is it necessary for multinationals to be good corporate citizens? How can they project themselves to be good corporate citizens in other cultures?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**