

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BBA (2013 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 :**

- Culture
- Decision making
- Hofstede model
- Sensitivity training
- Staffing
- Expatriate
- Competitive advantage
- Strategic alliance
- Legal economic
- Ethics dilemma

## **SECTION-B**

### **UNIT-I**

2. Explain the different dimensions of culture in detail.
3. What is a shift in culture? Explain the significance of the same.

### **UNIT-II**

4. Explain the following models :
  - a. GLOBE
  - b. Kluchohm & Stoodbeck
5. Explain the concept of cultural adaption through sensitivity training.

### **UNIT-III**

6. Explain the dynamics of cross-cultural leadership.
7. How are the conflicts & disputes resolved in the cross culture context?

### **UNIT-IV**

8. Explain the emerging models of strategic management.
9. How can competitive advantage be achieved and sustained?

**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.**