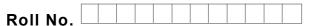
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BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.-5) MANAGING ACROSS CULTURE Subject Code : BBA-504

M.Code: 72066

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks 1. 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.
- Student has to attempt any ONE question from each Sub-section. 4.

SECTION-A

1. Answer briefly :

- a. Culture
- b. Decision making
- c. Hofstede model
- ing HirstRanker.com d. Sensitivity training
- e. Staffing
- f. Expatriate
- g. Competitive advantage
- h. Strategic alliance
- i. Legal economic
- i. Ethics dilemma



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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.