



Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BBA (2014 to 2017) (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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

Write short notes on :

1. Difference between Indian culture and western culture
2. Cultural dimensions
3. Transnational staffing strategy
4. Dynamics of cross cultural leadership
5. Motivational factors for multicultural teams
6. Cross Culture Conflict
7. Culture intelligence
8. Low context culture
9. Monochronic Culture
10. International strategic alliance





SECTION-B

UNIT-I

11. Discuss the significance of cross culture management in present scenario.
12. Briefly discuss :
 - a. Influence of National culture on organization culture.
 - b. Significance of shift in culture.

UNIT-II

13. What are the challenges faced by international business firms for cultural and behavioral differences among different countries?
14. Write a note on :
 - a. Kluchohm & Stoodbeck
 - b. GLOBE

UNIT-III

15. Which staffing policy-ethnocentric, polycentric or geocentric- is preferable for an MNCs? Why?
16. What are the some of the challenges faced in training expatriate managers?

UNIT-IV

17. Discuss the various strategic management models in an international context.
18. Write a note on ethical issues identified across the culture.

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.

