

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA (International Business) – SEMESTER 1 – EXAMINATION – WINTER 2018****Subject Code:1519304****Date: 28/12/2018****Subject Name: Cross Continent Business Philosophy****Time: 10:30 AM To 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Explain the terms	14
a) Directing	
b) Sleeping/ dormant partner	
c) HUF	
d) Conflict of Interests	
e) Scalar Chain	
f) Reporting	
g) Partnership Deed	
Q.2 (a) Briefly explain STEPS model.	07
Q.2 (b) “The basic theme of Taylor was that managers should study work scientifically in order to identify “One Best Way” to get job done” – Explain the statement in line with positive aspects of Scientific Management.	07
OR	
Q.2 (b) Do you agree that India is a Matrix Society? Explain the managing in the Matrix Society.	07
Q.3 (a) Explain any two major Trade and Business-related institutions of Asia.	07
Q.3 (b) Briefly discuss the institutional framework of European Union	07
OR	
Q.3 (a) What was Hawthorne Experiment? Discuss key areas of Human Relations theory in brief.	07
Q.3 (b) The contingency approach enables manager to evolve practical answers to the problems – Discuss the statement considering situational theory of management.	07
Q.4 (a) Discuss the learnings from Japanese and Chinese business management systems.	07
Q-4 (b) Write a short note on BRICS.	07
Q.4 (a) Briefly discuss any two-major trade and business-related institutions of Africa region.	07
Q.4 (b) Discuss the effects of Australian business on Global Business.	07

Between Asian and American business culture, we can identify a number of differences and the primary being the distance between the owner and the employee. People act on what they believe. The way they think and make initiatives are partially or fully depend on their innate culture. This premise can also be applicable to the business environment as well. Organizations at present accept and value diverse workforce because they believe that diversity brings productive outcomes. This diversity has led in a larger extent to differentiate and to bring different settings in countries. Theoretically, the cultural differences are attributed to different models and theories. However, there are apparent differences between Asian and the American business culture. The values that might be really valued in Asia might not be pleasing to American business people. There are clear differences among distribution of power, collectivism of the two contexts, what they value, the uncertainties they face and how they think accordingly, people's long-term orientations in the two contexts and the happiness of people among Asia and the America.

What is the Asian Business Culture?

Importantly, the distance between owner and the employees of organizations are relatively high in Asian countries. The distance between the owners and the employees is defined upon the distribution of power within the organization. Therefore, business companies in Asia do not value this concept and, as a result, the distance between managers and employees become high comparatively. This distance leads organizations to create employee dependency. And as a result in the long term employee dissatisfaction is occurred. Theoretically, this nature refers to power distance (Hofstede 1980).

Next, the collectivism among people in Asian countries is relatively high. People in Asia value a collective society. Business decisions are made collaboratively. This collectiveness leads to high organizational productivity. This nature refers to collectivism (Hofstede 1980). In third, comparatively, competitiveness, success, and achievement of the society is less in Asian countries. However, this context holds the characteristics of masculine (Hofstede 1980). It is accepted that Asian countries are masculine in nature in the perspective of visual display of power and success. Also, these countries value traditions and spirituals. Next cultural factor that depicts the Asian business culture is uncertainty avoidance (Hofstede 1980). This explains the extent to which the society is threatened by inherent ambiguities and threats. It is said that Asia holds the characteristics of low uncertainty avoidance which means a low preference on the dimension. The next dimension discusses the linkages a society would make with people's present, past, and the future. A society that holds low in this dimension, values timely honored traditions while the others assume pragmatic approaches. Asia holds a preference for uncertainty avoidance and thus pragmatic approaches are anticipated. Finally, the dimension of indulgence refers to happiness of the society in general (Hofstede 1980). The opposite of this dimension refers to restraint. Asian culture is restraint in general. As a result, restraining cultures control desires in relation to gratification.

So, in overall, Asian business cultures do not accept the distribution of power and thus negative results are expected in organizational productivity. The good sign of culture is that the societal members accept the collective culture and thus

collectivism brings positive outcomes in organizations. The masculinity of Asian countries bring characteristics of power and success, and this is a good sign. Low uncertainty avoidance brings Asia to stability in business dealings and culture as they face fewer ambiguities in a business. Finally, the restraining culture in Asia cause people to control their gratifications and thus dissatisfaction on business dealings are expected.

What is the American Business Culture?

In the United States, the distance between the owners and their employees are really low. And thus, positive outcomes are expected since the delegation of authority is practiced in organizations. Independence among organizational members is expected in this nature. On the other hand, the US holds characteristics of individualism, which is the society accepted 'I' culture. As a result, informal combination patterns, team management, information sharing is expected in conjunction with less power distant and individualism. Masculinity is observed in a country like US, and thus power and success are anticipated in the country. Also, the country prefers low on uncertainty avoidance. This effects on businesses to impose projections as ambiguities are comparatively low in the US. A low preference for long-term orientation states that the timely honored traditions are expected. In the business perspective, analysis of information to measure its accuracy prior to decision-making, performance evaluation on short term basis are expected. Finally, strong preference on indulgent depicts that the society's people work hard in their businesses and thus positive results are expected.

Reference:

Based on the article published by Hofstede, G., 1980. Culture's Consequences: International Differences in Work-Related Values, Beverly Hills CA: Sage Publications.

- (a) Identify cultural differences in Asia and America with respect to business environment.
- (b) What do you mean by collectivism and individualism with respect to business culture of Asia and America.

OR

- (a) What is the status of distribution of power in Asian Business Culture? How does it affect the business?
- (b) Which business culture value traditions and spirituals? Does it matter for business development? Support your answer with proper argument.
