

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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

Paper ID : [A3133]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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) Introduction to Cross culture.
- b) Write a short note on Hofstede study.
- c) Sensitivity training.
- d) Culture adaptation.
- e) Influence of national culture.
- f) Global staffing choices.
- g) Cross culture leadership.
- h) Disputes in cross culture.
- i) Ethics dilemma.
- j) Role of HRM in cross culture.

SECTION-B

UNIT-I

2. What is the significance of cross culture management? Discuss its impact on organization.
3. Explain the influence of economic factors and foreign intervention on shifts in local culture.

UNIT-II

4. Explain the Kluchohm & Stoodbeck model for comparing culture in different countries.
5. What are the different methods used for cultural adaptation through sensitivity training?

UNIT-III

6. What are the various methods for managing and motivating multi culture teams?
7. Discuss the various provisions for cross culture negotiation and decision making.

UNIT-IV

8. Discuss the Ethics value across culture.
9. How organization can achieve international competitive advantage?