

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc.(SIM) (Sem.-3)**  
**CROSS CULTURAL MANAGEMENT**  
**Subject Code : PGS-207**  
**Paper ID : [F0414]**

**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** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

## SECTION-A

**Q1) Write briefly :**

- a) Confucianism
- b) Corporate culture
- c) Jihad vs. Mc World
- d) Polychronic culture
- e) Cross-cultural training
- f) Cultural values in T.V advertising
- g) Intercultural sojourn
- h) Geocentrism
- i) High context culture
- j) Expatriate

### SECTION-B

- Q2) Define cross cultural adjustment? What are the different stages of cross cultural adjustment?
- Q3) Discuss the business etiquettes in USA.
- Q4) Discuss the cultural profile of German people with reference to cross cultural management.
- Q5) Discuss the tips for doing business in China.
- Q6) Write notes on :
- a) Caste system in India.
  - b) Indian family structure.

### SECTION-C

- Q7) What is cultural shock? Discuss the different stages of cultural shock.
- Q8) Discuss and define the concept of culture. Why is culture an important issue for international business?
- Q9) Discuss the weaknesses and strengths of Hofstede's model.