

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards Batches) (Sem.-5)

MANAGING ACROSS CULTURE

Subject Code : BBA-504

Paper ID : [A3133]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-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

I. Write briefly :

- a) Role of culture in strategic decision making.
- b) Impact of foreign media on local cultures.
- c) Edward T Hall study.
- d) Kluchohm & Stoodbeck.
- e) Behavioral differences in different countries.
- f) Sensitivity training.
- g) Cultural leadership.
- h) Motivating multi-culture team.
- i) Ethics across cultures.
- j) Ethics Dilemma.

SECTION-B

UNIT-I

2. Write a note on Influence of economic factors and foreign intervention on local cultures.
3. “*Culture has a significant role in strategic decision making*”. Do you agree with the statement? If yes, give arguments in support of statement.

UNIT-II

4. Write detailed notes on :
 - a) Hofstede
 - b) GLOBE
5. What is sensitivity training? Can cultural and behavioral differences among employees be reduced through sensitivity training?

UNIT-III

6. What is cross cultural human resource management? Explain dynamics of cross cultural leadership.
7. Write notes on :
 - a) Cultural negotiations and decision making.
 - b) Motivating multi-cultural teams.

UNIT-IV

8. Write a note on emerging models of strategic management in International context. Which model is best to achieve and sustain international competitive advantage?
9. What is cross-culture ethics? How can one protect its own culture inspite of ethical dilemma?