

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards Batches) (Sem.-5)
BRDM/Bachelor in Service Industry Management (SIM) (2014 Batch)

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. Write briefly :

- a) Shift in culture
- b) Cross culture management
- c) Write a short note on Edward T Hall Study.
- d) Influence of economic factor
- e) Cultural leadership.
- f) Cross culture in HRM
- g) Conflicts in cross culture
- h) Cross culture ethics
- i) International Strategic Alliance
- j) International competitive advantage

SECTION-B

UNIT I

- 2 Discuss the influence of national culture on organizational culture.
- 3 Discuss the role of culture in strategic decision making.

UNIT II

- 4 Discuss the GLOBE model for comparing culture in different countries.
- 5 What are the problems faced by organization for culture and behavioral differences indifferent countries?

UNIT III

- 6 Discuss the role of expatriates or local manager in global staffing choices.
- 7 How the cross culture conflicts and disputes can be resolution?

UNIT IV

- 8 Discuss the emerging models of strategic management in International context.
- 9 How organization can sustain international competitive advantage?