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Total No. of Pages : 02

Total No. of Questions : 09

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

MANAGING ACROSS CULTURES

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) Significance of cross culture
- b) Importance of Shift in culture
- c) Explain Edward T Hall Study
- d) Cultural Adaptation
- e) Dynamics of Cross-Cultural Leadership
- f) Significance of training for global operations
- g) Importance of Cross Cultural Management
- h) International Competitive Advantage
- i) Culture dimensions
- j) Ethics Dilemma

SECTION-B

UNIT-I

2. What do you mean by Cross cultural management? Discuss the role of culture in Strategic Decision-Making.
3. Discuss the influence of economic factors and foreign intervention on shifts in local cultures.

UNIT-II

4. Discuss Kluchohm & Stoodbeck and GLOBE models for comparing culture.
5. Explain various political and legal ways of cultural adaptation.

UNIT-III

6. Briefly summarize the major theories of motivation and list some practical suggestions for motivating employees.
7. How conflicts and disputes are resolved in cross culture context?

UNIT-IV

8. Explain various emerging models for Strategic Management in International Context.
9. What do you mean by Cross-Culture Ethics? Discuss various values across cultures.