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Total No. of Questions: 09

Total No. of Pages: 02

BBA/Bachelor in Service Industry Management (SIM)/BRDM(Sem.5)

MANAGING ACROSS CULTURES

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. Section B attempts any **ONE** question from each **UNIT** and each question carrying **TEN** marks.

SECTION A

1. **Answer briefly:**
 - a) Cultural shock
 - b) Ethical dilemma
 - c) High context culture
 - d) Ethnocentric staffing
 - e) International competitive advantage
 - f) Dynamics of cross-cultural leadership
 - g) Cross -cultural conflict
 - h) Uncertainty Avoidance
 - i) Cross-cultural adjustment
 - j) Cross-cultural synergy

SECTION B
UNIT-I

2. What do you mean by culture? Discuss the different dimensions of culture.
3. Discuss the influence of economic factors and foreign intervention on shifts in local culture.

UNIT-II

4. What are the cultural orientations of Kluckhohn & Stoodbeck? How are they useful to international business travelers?
5. What is cultural sensitivity? Why cultural sensitivity is important for global business?

UNIT-III

6. Explain the importance of negotiations in global business.
7. What are the important criteria MNC'S should use when selecting expatriates? What factors may influence these criteria?

UNIT-IV

8. Explain any four strategic alternatives in global business and competencies required by each of them.
9. Why is it necessary for multinationals to be good corporate citizens? How can they project themselves to be good corporate citizens in other cultures?