

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

(Bachelor in Service Industry Management (SIM) / BRDM)(2014 Onwards) /
BBA (2012 Onwards) (Sem. – 5)
MANAGING ACROSS CULTURES

M Code: 72066

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 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 short notes on:

- a) Cultural Dimensions
- b) Role of culture in strategic decision-making
- c) Edward T Hall Study
- d) Ecological Issues in Business
- e) Social-Oriented Cohesiveness
- f) Cross-Culture Negotiation
- g) Ethical Dilemma
- h) Sensitivity Training
- i) Diversity and Teams
- j) Expatriates Managers

SECTION B

UNIT I

2. Write a note on significance and impact of cross culture issues on the working of the organizations.
3. “The National culture of the organization has definitely a great influence on the organization culture.” Discuss this statement.

UNIT II

4. Critically analyse the Hofstede model of comparative culture.
5. Write a detailed note on cultural adaptation through sensitivity training.

UNIT III

6. How staffing and training has changed in the Global business organizations as compared to the traditional organizations. Explain.
7. Write a detailed note on cross cultural leadership dynamics.

UNIT IV

8. Why there is a need of International strategic alliances emerged in modern business?
9. Discuss the various models of strategic management in International context.