PAPER ID-410671

Roll No: | | | | | | | | | | | | | |

MBA
(SEM IV) THEORY EXAMINATION 2023-24
CROSS CULTURAL MANAGEMENT

TIME: 3 HRS **M.MARKS: 100**

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

a.	What is Culture?	02
b.	What is Communication?	02
c.	Define development.	02
d.	What do you mean by distributive strategy?	02
e.	What is Workplace diversity?	02
f.	Define national culture.	02
g.	What is a strategic planning?	02
h.	What is multiethnicity?	02
i.	What are values?	02
j.	Define HRM.	02

SECTION B

2. Attempt any *three* of the following: **3 x 10 = 30**

a.	Why cross culture is so important? Explain.	10
b.	Discuss the impact of cross-cultural communication to business.	10
c.	What are the views of Malcom X? Explain.	10
d.	What is the role of BATNA in negotiation? Explain.	10
e.	Explain the Employment practices of European Countries.	10

SECTION C

3. Attempt any *one* part of the following: **1 x 10 = 10**

a.	Discuss the reasons why government decides to expand business across culture?	10
b.	Discuss the broader role of values in Socio-cultural system?	10

4. Attempt any *one* part of the following: **1 x 10 = 10**

a.	What is the importance of nonverbal communication? Discuss.	10
b.	Discuss some societies which are better than others.	10

5. Attempt any *one* part of the following: **1 x 10 = 10**

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a.	How feminine factors affect the international business?	10
b.	Discuss the role of culture of poverty.	10

6. Attempt any *one* part of the following: **1 x 10 = 10**

a.	Which is the better among both National Culture and organizational culture.	10
b.	What is the role of quality improvement? Explain.	10

7. Attempt any *one* part of the following: **1 x 10 = 10**

a.	Which of these countries are better for employment practices US or China. Discuss.	10
b.	Explain the importance of corporate culture.	10

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