

Name:

Enrolment No:



Name of the Program: MBA IB

Semester – IV

Subject Name: Cross Cultural Management

Max. Marks : 100

Subject Code : INTB 8001

Duration : 3 Hrs

**Instructions:**

Attempt All Questions. **Section A** (each carrying 5 marks); **Section B** (each carrying 10 marks). **Section C** (carrying 40 marks)

**Section A**

		Marks	
1.	Briefly explain the following terms		
a)	Culture	[5]	CO1
b)	Individualism	[5]	CO2
c)	Ecological Fallacy	[5]	CO2
d)	Uncertainty Avoidance	[5]	CO1

**Section B**

2.	Explain the variables global managers must pay attention while working in international business environment.	[10]	CO1,C02, CO3
3.	Explain the critical role of culture in International Business	[10]	CO1,C02, CO3
4.	What do you understand by Hofstede's Power distance Index?	[10]	CO2
5.	What is cultural convergence? What are the forces that are helping cultures to converge?	[10]	CO2,CO3

**SECTION C**

6.	<p>‘During the past thirty years, the countries of East and Southeast Asia were the most economically dynamic region and had fastest rate of economic growth in the world. Due to the rising economy, many people who conduct business and investment are interested in finding out the feasibility of marketing strategy in pacific Asia. Among the Asian markets, the Asian Four Little Dragons (Taiwan, Hong Kong, South Korea and Singapore) are attracting more than thirty percent of all foreign investments in the countries of the Association of Southeast Asian Nations (ASEAN), and are the largest capital transfer in the region. Presently, the Asian four Little Dragons have growth rates between 5 to 10 percent over the last decade. In 2006, the amounts of merchandise import and export of Asian Four Little Dragons were US\$ 2,230 billion, and the ranking was between 11th and 16th in the world trade. According to the key statistics of Ministry of Economic Affairs, Taiwan major trade countries or regions include Hong Kong, South Korea and Singapore. In 2006, Taiwan traded amount of US\$39.2 billion with Hong Kong, US\$ 22.1 billion with South Korea and US\$ 14.3 billion with Singapore, and the respective rankings were fourth, fifth and sixth compared to other countries in the world.</p> <p>Presently, Asian Four Little Dragons economy holds an increasingly large influence in the world. Despite the enthusiasm for increased economic exchange, many people have found that cultural differences have hindered their ability to efficiently conduct business due to their lack of understanding of the cultural differences among Taiwan, Hong Kong, South Korea and Singapore. People engaged in the negotiations of agreements in international business come from a variety of backgrounds and have different culturally influenced negotiation styles.’</p> <p>Explain the importance of knowing the cultural aspect in establishing business overseas</p>	[40]	CO3,CO4, CO5
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**Section A**

		<b>Marks</b>	
1.	Briefly explain the following terms		
a	GLOBE	[5]	CO1
b	Collectivism	[5]	CO2
c	Ecological Fallacy	[5]	CO2
d	Ethnocentrism	[5]	CO1

**Section B**

2.	Explain the variables global managers must pay attention while working in international business environment.	[10]	CO1,C02, CO3
3.	Explain the critical role of culture in International Business	[10]	CO1,C02, CO3
4.	What do you understand by Hofstede’s Power distance Index?	[10]	CO2

5.	What is cultural convergence? What are the forces that are helping cultures to converge?	[10]	CO2,CO3
<b>SECTION C</b>			
6.	<p>‘In almost any business these days, you are guaranteed to interact with people whose cultural background is quite different from your own. In a global organization, you may have colleagues that come from a different country. You may partner with organizations whose employees come from another part of the country. There may also be cultural differences between you and some of the customers and clients you serve.</p> <p>You may be tempted to follow the golden rule — and treat everyone exactly the way you would want to be treated. But that’s not the most effective way to navigate cultural differences. You want to accord people the same respect you expect from them, but how you interact with them will depend a lot on their expectations about what particular interactions should look like. This is why it’s helpful to know what specific cultural differences are.”</p> <p>Explain the importance of knowing the cultural aspect in establishing business overseas</p>	[40]	CO3,CO4, CO5