

Roll No.

Total Pages : 03

SMS/M-20

13252

CROSS CULTURAL MANAGEMENT

IMS-1008

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit.

Unit I

1. How do you describe the concept of culture ? Does culture play any role in global business ? In your opinion what are the most important factors of culture in terms of their impact on global business ?
2. Elaborate Trompenaars' Dimension on Cultural Dimensions and discuss their managerial implications for successful conduct of international business.

Unit II

3. Compare the diverse cultures of India and United States of America and then figuring out differences and similarities if any in between them. Also specify how cultural differences influence (a) the likely future economic development of that country, and (b) business practices.

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4. Define Multicultural teams. What are the advantages of having multicultural teams to Global organisations ? Elucidate the competencies required in global managers for managing effectively the multicultural teams.

Unit III

5. Identify the key problems and issues which hampers the effectiveness of communication systems of MNCs during cross cultural businesses. Suggest appropriate measures to overcome such challenges and problems in technology oriented global business environment.
6. State the characteristics of successful international negotiations. Mention certain guidelines/codes for effective negotiations in international business environment. What kind of tactics global managers should exercise to perform successful international negotiations ?

Unit IV

7. *'Is there a specific motivational approach/theory for a particular culture or one approach fits in all culture' ?* In light of the statement express and justify your viewpoint with the help of examples.

8. Attempt the following :
- (a) Explain the controlling process in cross cultural context.
 - (b) State the techniques/styles of decision making widely used in cross cultural contexts.

Unit V

9. Figure out recent trends and challenges for HR function in MNCs posed by competitive business environment.
10. What selection criteria are most important in choosing people for an overseas assignment ? Identify and describe the prominent ones that you judge to be of most universal importance and defend your choice.