

This question paper contains 3 printed pages.

4242

Your Roll No.

MBA (FT) / II Year

A

**Paper 3312— CROSS CULTURAL AND GLOBAL
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

*Attempt any five questions.
All questions carry equal marks.*

1. (a) Describe how social values interplay with the behaviour of people at work place in business organisations. Explain your answer with illustrations from Indian and international business organisations, representing sub-cultural and cross-cultural influence respectively.

(b) Why is it important to understand the nuances of cultural differences between societies, in the context of global business? Illustrate your answer with examples of cross-cultural communication, negotiation, recruitment of expats, and managing expats work-life interface.
2. Explain any two of the following theoretical approaches to cross-cultural differences. How would

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these approaches be useful in cross-cultural analysis? Illustrate your answer with reference to specific situations.

- (i) KLUCKHON and STRODTBECK'S value orientations
- (ii) GEORGE MURDOCK'S cultural universals approach
- (iii) ALLPORT, VERNON and LINDSEY'S individualistic values.

3. Briefly summarise the seven dimensions of Fons Trompenaars approach to cultural differences. Illustrate with suitable examples the managerial implications of any *two* dimensions.

4. Define the meaning of Hofstede's five dimensions of cultural analysis. Elaborate on any *two* of the following dimensions and illustrate the managerial implications on these *two* dimensions:

- Power distance
- Individualism vs Collectivism
- Uncertainty avoidance

5. Explain with suitable examples, any *two* of the following:

Ethnocentrism, Polycentrism, Geocentrism, Training of expatriates for international assignment, Culture shock and Overcoming culture shock.

6. "In international business 'ethics' is a relative term, meaning it is highly contextual (culturally) and no absolutism is possible". Discuss this statement with specific examples of ethics in international business.