

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 Batch) (Sem.-5)
MANAGING ACROSS CULTURE

Subject Code : BBA-504

Paper ID : [A3133]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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 briefly :

- a) Dimensions of Culture
- b) Making Role of Culture in Strategic Decision
- c) Explain GLOBE Model
- d) Sensitivity Training
- e) Impact of Culture on Decision Making
- f) Cross Culture Negotiation
- g) International Strategic Alliances
- h) Cross Culture ethics
- i) Strategic Management in International Context
- j) Motivating multi culture Teams

SECTION-B

UNIT - I

2. What do you mean by Culture? Discuss its significance and impact of cross culture on organizations.
3. Discuss the influence of National Culture on Organisational Culture.

UNIT - II

4. Discuss Hofstede and Edward T Hall Study models for Comparing Culture.
5. Explain various Ecological and Technological ways for Cultural Adaptation.

UNIT - III

6. What are the basic issues involved in recruiting and selecting managers for foreign assignments? What special training do overseas candidates need?
7. What are the major theories of leadership? How is empowerment related to leadership?

UNIT - IV

8. How International Competitive Advantage can be achieved and sustained?
9. How will you design performance and behavior organization?