UPES

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 20 marks)

Section A(30 Marks)

1.	**True or False**	**Marks**	**CO**
a)	Ethnocentrism is believing that the people, customs, and traditions of your own race or nationality are better	**[5]**	**CO1**
b)	GLOBE is cross cultural research project that studies nine cultural dimensions	**[5]**	**CO1**
c)	Ecological Fallacy is an inference is made about an individual based on aggregate data for a group.	**[5]**	**CO1**
d)	Uncertainty Avoidance dimension expresses the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity.	**[5]**	**CO1**
e)	An egalitarian does not favors equality amongst gender.	**[5]**	**CO1**
f)	Divergence of cultures is the belief that cultures across the world are diverging and that difference are becoming more and more important.	**[5]**	**CO1**

Section B (40 Marks)

2.	Explain the Indian Philosophy and the Six Value Orientation	**[10]**	**C02**
3.	Explain the critical role of culture in International Business	**[10]**	**C02**
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
	SECTION C (30 Marks)		
6.	"Think globalisation, and it is difficult not to think of remote workers, international assignments and increases access to foreign knowledge – critical factors in bringing about organisation advancements. If you own a business in this day and age, you will agree that strengthening presence on the global map despite being locally rooted is something everyone strives for. It is the high global internet penetration rate that has made that possible. Today, technology has enabled businesses to scout talented professionals from all over the world, to work for them – whether by relocating or remotely. But when people from different cultures come together to work, there are bound to be gaps in communication." Elaborate on the challenges and solutions while working with multicultural teams.	[30]	**CO4, CO5**