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| <b>Name:</b>         |  |
| <b>Enrolment No:</b> |  |

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, Dec, 2020 (ONLINE MODE)**

**Course: MBA**  
**Program: Open Elective**  
**Course Code: INTB 8001**

**Semester: III**  
**Time : 3 Hours**  
**Max. Marks: 100**

**Instructions:** Attempt All Questions. **Section A** (each carrying 5 marks); **Section B** (each carrying 10 marks). **Section C** (carrying 20 marks)

**SECTION A**

| S. No. | True or False  | Marks | CO |
|--------|--|-------|----|
| Q1     | In Japan, you should open gifts you receive in front of the giver  | 5     | 1  |
| Q2     | In US, you can start your business speech with a funny story   | 5     | 1  |
| Q3     | Sweden has a culture of equality with respect for values like humility   | 5     | 1  |
| Q4     | Collectivism pertains to societies where the identity of the individual is based on the identity of the group person belongs to. | 5     | 1  |
| Q5     | In neutral cultures expressing emotions is not appreciated, while in affective cultures emotions can be expressed.               | 5     | 1  |

|                  |  |              |           |
|------------------|--|--------------|-----------|
| Q6               | In coconut cultures such Russia and Germany, people are initially more closed off from those they don't have friendships with.   | 5            | 1         |
| <b>SECTION B</b> |  |              |           |
| S. No.           |  | <b>Marks</b> | <b>CO</b> |
| Q1               | Explain the attributes global managers must pay attention while working in international business environment.   | 10           | 2         |
| Q2               | Elaborate on Professional culture, Corporate culture and Functional culture. Cite examples to illustrate your answer.  | 10           | 2         |
| Q3               | What do you understand by Hofstede's Power distance Index? How do you see India performing in this dimension?  | 10           | 3         |
| Q4               | What is cultural convergence? What are the forces that are helping cultures to converge?   | 10           | 3         |
| Q5               | Explain the concept of Universalism and Particularism as identified by Trompenaars.  | 10           | 4         |
| <b>SECTION C</b> |  |              |           |
| S. No.           |  | <b>Marks</b> | <b>CO</b> |
| Q1               | <p>“Managing cross-cultural teams poses challenges for managers. When not managed properly, team dynamics can lead to a recipe for disaster. A good way of understanding is to ask yourself whether the new culture is a “peach” or a “coconut”. This is a difference explained by culture experts Fons Trompenaars and Charles Hampden-Turner.”</p> <p>Elaborate on the concept of “Peach” and “Coconut” cultures. Also explain the importance of knowing the cultural aspect in establishing business overseas</p> | 20           | 4         |