



**Name:**

**Enrolment No:**

**UPES**

**End Semester Examination, May 2023**

**Instructions:**

**Course: Cross Culture Management**

**Program: MBA IB**

**Course Code: INTB 7011**

**Semester: II**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**

**10Qx2M=20Marks**

| S. No. | Answer all the questions   | Marks | CO  |
|--------|--|-------|-----|
| Q 1    | Individualism pertains to the societies in which the ties between individuals are you lose everyone and is expected to look after themselves and their immediate family<br>True/False                    | 2     | CO1 |
| 2      | _____are defined as individuals who work outside their home country either relocated by their company to a foreign country or hired by a foreign company to work in the host country.                    | 2     | CO2 |
| 3      | The dimension of Masculinity and femineity was provided by<br>A. Hofstede<br>B. E. Hall<br>C. F. Kluckhohn<br>D. None of the above   | 2     | CO2 |
| 4      | _____is believing that the people custom and traditions of your own race or nationality or better than those of others<br>A. Ethnocentrism<br>B. Xenocentrism<br>C. Polycentrism<br>D. None of the above | 2     | CO1 |
| 5      | In Germany arriving 5 minutes late is<br>A. Acceptable<br>B. Offending<br>C. Praised<br>D. None of the above   | 2     | CO1 |
| 6      | Which one of the following is not the 5 C used by Asian managers<br>A. Commitment<br>B. Corrections<br>C. Compassion<br>D. Cultural sensitivity  | 2     | CO2 |
| 8      | It is not acceptable in French culture to address partners by their first name on your first meeting.<br>True / False  | 2     | CO3 |
| 9      | In Maslow's hierarchy of needs theory which need comes at fourth level.<br>A. Security needs<br>B. Affiliation needs<br>C. Self-esteem needs<br>D. None of the above                                     | 2     | CO1 |
| 10     | In Saudi Arabia it is polite to ask your mail business partner about his wife's health and well-being at your first meeting.<br>True /False  | 2     | CO1 |
|        | Two factor theory was given by<br>A. Adam smith  |       |     |

|   |   |           |            |
|---|---|-----------|------------|
|   | B. Mc Clelland<br>C. Victor Vroom<br>D. None of the above   |           |            |
| <b>SECTION B</b><br><b>4Qx5M= 20 Marks</b>  |   |           |            |
| Q   | Answer all the questions  |           | <b>CO4</b> |
| 1   | Explain why understanding different cultures crucial for an international manager?  | <b>5</b>  | <b>CO2</b> |
| 2   | What is culture and its core fundamental components?  | <b>5</b>  | <b>CO2</b> |
| 3   | Describe how power distance affects leadership style?   | <b>5</b>  | <b>CO1</b> |
| 4   | Explain why and how diversity at workplace can be advantageous for an organization?   | <b>5</b>  | <b>CO1</b> |
| <b>SECTION-C</b><br><b>3Qx10M=30 Marks</b>  |   |           |            |
| Q   | Answer all the questions  |           | <b>CO5</b> |
| 1   | Explain Polycentric, Geocentric and regiocentric approaches to international HRM?   | <b>10</b> | <b>CO3</b> |
| 2   | Describe how globalization has led to the convergence of cultures at workplace?   | <b>10</b> | <b>CO3</b> |
| 3   | Explain the cultural dimensions propounded by Hofstede?   | <b>10</b> | <b>CO2</b> |
| <b>SECTION-D</b><br><b>2Qx15M= 30 Marks</b> |   |           |            |
| Q   | Answer all the questions  |           | <b>CO</b>  |
| 1   | Explain cultural shocks and cultural shock cycle. How the cultural shock can be minimised ?   | <b>15</b> | <b>CO4</b> |
| 2   | <p><b>Wal-Mart in Germany</b></p> <p><b>1997:</b> The world's largest retailer Wal-Mart enters Germany by acquiring 21 hypermarket stores from German retailer Wertkauf.</p> <p><b>1998:</b> Wal-Mart continues its expansion in Germany by acquiring 74 more hypermarket stores from German retailer Interspar.</p> <p><b>2002:</b> Trade unions stage a walk-out from Wal-Mart's German stores, creating bad publicity. Wal-Mart employees in Germany go on a two-day strike. German Supreme Court declares that Wal-Mart has to give up its strategy of selling below cost. Wal-Mart accused of violating the German Commercial Act by not publishing financial data on its operations in Germany. Wal-Mart incurs losses of \$108 million.</p> <p><b>2005:</b> The CEO of Germany's biggest retailer Metro comments, 'Wal-Mart can't simply apply its home-market principles to the German market.'</p> <p><b>2006:</b> Wal-Mart announces the closure of its operations in Germany.</p> <p><b>Provide your opinion on major contributor to Wal-Mart's failure in Germany ?</b></p> | <b>15</b> | <b>CO4</b> |

