

Name:

Enrolment No:



Name of the Program: MBA IB

Semester – III

Subject Name: Cross Cultural Management

Max. Marks : 100

Subject Code : EIIB8203

Duration: 3 Hrs

**Instructions:**

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

**Section C** (carrying 40 marks)

**Section A**

		Marks	
1.	Briefly explain the following terms		
a)	What work culture difference would you encounter between American and Japanese work environment ?	[5]	CO1
b)	In Mexico arriving 10 minutes late for a meeting is acceptable ? Yes or no ? Explain why and compare the same scenario with Germany.	[5]	CO2
c)	What do you understand by Cross cultural management ?	[5]	CO2
d)	What are the advantages and disadvantages of Globalization ? Explain	[5]	CO1

**Section B**

2.	What are Hofstede' s dimensions? Describe each dimensions. List two countries that score the highest and lowest points for the first four dimensions?	[10]	CO1,C02, CO3
3.	What are the different dimensions of non- verbal communication as mentioned in Edward hall model ?	[10]	CO1,C02, CO3
4.	What are kluckhohn and Strodbeck' s value orientations ? How do they influence the style of management in an organization?	[10]	CO2
5.	Describe how culture impacts each stage of group development?	[10]	CO2,CO3

	<b>SECTION C</b>		
6.	<p>‘During the past thirty years, the countries of East and Southeast Asia were the most economically dynamic region and had fastest rate of economic growth in the world. Due to the rising economy, many people who conduct business and investment are interested in finding out the feasibility of marketing strategy in pacific Asia. Among the Asian markets, the Asian Four Little Dragons (Taiwan, Hong Kong, South Korea and Singapore) are attracting more than thirty percent of all foreign investments in the countries of the Association of Southeast Asian Nations (ASEAN), and are the largest capital transfer in the region. Presently, the Asian four Little Dragons have growth rates between 5 to 10 percent over the last decade. In 2006, the amounts of merchandise import and export of Asian Four Little Dragons were US\$ 2,230 billion, and the ranking was between 11th and 16th in the world trade. According to the key statistics of Ministry of Economic Affairs, Taiwan major trade countries or regions include Hong Kong, South Korea and Singapore. In 2006, Taiwan traded amount of US\$39.2 billion with Hong Kong, US\$ 22.1 billion with South Korea and US\$ 14.3 billion with Singapore, and the respective rankings were fourth, fifth and sixth compared to other countries in the world.</p> <p>Presently, Asian Four Little Dragons economy holds an increasingly large influence in the world. Despite the enthusiasm for increased economic exchange, many people have found that cultural differences have hindered their ability to efficiently conduct business due to their lack of understanding of the cultural differences among Taiwan, Hong Kong, South Korea and Singapore. People engaged in the negotiations of agreements in international business come from a variety of backgrounds and have different culturally influenced negotiation styles.’</p>	[40]	<b>CO3,CO4,</b>

	Explain the importance of knowing the cultural aspect in establishing business overseas		
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