

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BBA (Sem.-5)**

## MANAGING ACROSS CULTURE

**Subject Code : BBA-504**

**M.Code : 72066**

**Date of Examination: 19-12-2022**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS 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. Answer briefly :**
- a) Cultural shock
  - b) Ethical dilemma
  - c) Role of HRM in cross-culture
  - d) Ethnocentric staffing
  - e) International competitive advantage
  - f) Dynamics of cross-cultural leadership
  - g) Cross-cultural conflict
  - h) Uncertainty Avoidance
  - i) Sensitivity Training
  - j) Cross-cultural synergy

## **SECTION-B**

### **UNIT-I**

2. What do you mean by culture? Discuss the different dimensions of culture.
3. Discuss the influence of economic factors and foreign intervention on shifts in local culture.

### **UNIT-II**

4. What are the cultural orientations of Kluckhohn & Stoodbeck? How are they useful to international business travellers?
5. Write a detailed note on cultural adaptation through sensitivity training.

### **UNIT-III**

6. How staffing and training have changed in Global business organizations as compared to the traditional organizations. Explain.
7. What are the important criteria MNCs should use when selecting expatriates? What factors may influence these criteria?

### **UNIT-IV**

8. Explain any four strategic alternatives in global business and competencies required by each of them.
9. Discuss the various models of strategic management in an international context.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**