

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Event Management) (Sem.-6)
CROSS CULTURAL MANAGEMENT

Subject Code : BBAEM602-18

M.Code : 91677

Date of Examination : 06-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-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. Write short notes on the following:**
- a) Nature of cross culture management
 - b) Role of Cultural values
 - c) Dynamics of cross cultural leadership
 - d) Cultural sensitivity
 - e) Hofstede's cultural dimensions
 - f) Cultural adaption
 - g) Objectives international communication
 - h) Process of negotiations in international business
 - i) Importance of Cross-cultural marketing
 - j) Control process in management.

SECTION-B

UNIT-I

2. What is the significance of cross culture management? Discuss its impact on organization with suitable examples.
3. How cultural dimensions affect international business? Discuss the main characteristics of the cultural dimensions of Trompenaars.

UNIT-II

4. Why is it important to understand cultural differences in business? Briefly explain cultural and behavioral differences in different countries.
5. What factors affect cultural sensitivity? Explain the different methods used for cultural adaptation through sensitivity training?

UNIT-III

6. What is the purpose of international communication? Discuss the advantages and disadvantages of global communication?
7. Write a detailed note on the conflict management techniques in international business context and their implications for managers?

UNIT-IV

8. What are the process and types of control in global context? Briefly explain the techniques of control in management?
9. **Write short notes on:**
 - a) Decision making in global context
 - b) Cross cultural motivation

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