



Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2018-19

EXM/P/09/01

Year and Program: 2018-19
MBA

School of Commerce &
Management

Department of MBA

Course Code: MMC HR615

Course Title: Cross Cultural
Management

Semester – III

Day and Date:- Wednesday
19/12/2018

End Semester Examination
(ESE)

Time: 3 Hours Max Marks: 100

10:00 to 1:00 pm

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q.1	Attempt the following	Marks	Bloom's Level	CO
a)	"A belief system can be defined through its attributes". Comment.	07	L ₂	Co1
OR				
a)	Differentiate Emic vs. Etic in International Cultural environment.	07	L ₂	Co1
b)	How do environmental variables affect global business?	08	L ₂	Co2
OR				
b)	Discuss the contribution of Hofstede's on cultural dimension.	08	L ₂	Co2
Q.2 Attempt the following				
a)	"There is always a difference in employee motivation in company's intra cultural". Comment.	07	L ₂	Co4
OR				
a)	How to manage diversity with special reference to handicapped?	07	L ₂	Co4
b)	Employee behavior analysis in Cross Culture requires research on Culture- Comment on Methodologies.	08	L ₂	Co2
OR				
b)	Illustrate with an example how cross cultural difference and managerial implication affects in global business working.	08	L ₂	Co2

Q.3	Attempt any Two			
a)	How self-reference criterion & ethnocentrism is applied in international cultural environment.	08	L ₃	Co1
b)	Explain the Human and Cultural Variables in Global Organization.	08	L ₁	Co2
c)	Elaborate the way through which cross cultural communication works.	08	L ₂	Co3
d)	Discuss Eastern Management Thoughts in the Indian Context	08	L ₂	Co3
Q.4	Attempt any Two			
a)	Discuss the needs to create and manage the right corporate culture.	09	L ₂	Co3
b)	What can you do to ensure that your company, department, or work group abides by the highest business ethics?	09	L ₂	Co3
c)	What are the Western Management thoughts in Indian context?	09	L ₂	Co3
Q.5	Attempt any Two			
a)	Diversity is caused through various ways-Elaborate	09	L ₃	Co4
b)	Elaborate the paradox of diversity.	09	L ₃	Co4
c)	Which are the different techniques to manage diversity?	09	L ₃	Co4
Q.6	Attempt any Three			
a)	Explain the structural evolution of global organization in 21 st Century.	06	L ₁	Co2
b)	Differentiate Cultural Uniqueness v/s. Panculturalism in International Cultural environment.	06	L ₂	Co1
c)	A company has to cross various hurdles during international negotiation-Elaborate	06	L ₂	Co4
d)	Discuss the concept of culture.	06	L ₂	Co3
