

Roll No. Total No. of Pages: 02
Total No. of Questions: 09

BBA (Sem.-5th)
MANAGING ACROSS CULTURE
Subject Code: BBA-504
Paper ID: [A3133]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

1. *Section-A is compulsory.*
2. *Attempt any four question from Section-B*

SECTION-A**(10x2=20)**

Q.1. Answer briefly :

- (a) Culture dimensions
- (b) GLOBE
- (c) Resolution of conflicts
- (d) Ethics dilemma
- (e) Foreign Intervention on culture
- (f) Sensitivity training
- (g) Global staffing choices
- (h) International competitive advantage
- (i) Organizational culture
- (j) Hofstede

SECTION-B**UNIT-I**

- Q.2. Write a note on significance and impact of cross culture on organizations and national culture. **(10)**
- Q.3. "Economic factors and foreign intervention is a threat to the cultural and language dimension of the society". Explain the statement in light of cross cultural management concepts. **(10)**

UNIT-II

- Q.4. Write a detailed note on: **(10)**
- (a) Edward T Hall Study
 - (b) Kluchohm & Stoodbeck
- Q.5. "Social networking sites and technology is changing business and their management". Explain the statement with suitable examples. **(10)**

UNIT-III

- Q.6. How can cross cultural conflicts and disputes be resolved? **(10)**
- Q.7. What is cross cultural human resource management? Is any special care required while staffing and training employees for global operations? **(10)**

UNIT-IV

- Q.8. Write a note on Emerging models of strategic management in international context. **(10)**
- Q.9. Define international competitive advantage. How can anyone achieve and sustain competitive advantages in global business environment. **(10)**

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