

Total No. of Questions : 3]

SEAT No. :

P2189

[5804] - 608

[Total No. of Pages : 2

T.Y. B.B.A. (IB)

DSE B 606 : CROSS CULTURAL RELATIONSHIP (II)

(2019 Pattern) (Semester-VI) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Figures to the right side indicate full marks.*

Q1) A) Multiple Choice Questions (Attempt any 4) [4×1=4]

- i) Hofstede suggest that culture consist of shared _____ that control individual responses to their environment.
 - a) Social Stimuli
 - b) Mental programs
 - c) Knowledge
 - d) Attitude
- ii) The Word "Culture" is derived from the Latin Word _____ related to cult or worship.
 - a) Culture
 - b) Cultura
 - c) Cultural
 - d) All of the above
- iii) Culture is transmitted through the process of _____ and interacting with social environment.
 - a) Talking
 - b) Learning
 - c) Hearing
 - d) Governing
- iv) _____ refers to a set of skills that allows you to understand and learn about people whose cultural background is not the same as yours.
 - a) Cultural Sensitivity
 - b) Cultural Diversity
 - c) Cultural Negotiations
 - d) Cultural norms
- v) The biggest problem likely experienced by the seller of product in different cultures is lack of _____.
 - a) Supply of Culture
 - b) Demand of Culture
 - c) Cultural Awareness
 - d) Profit from Culture

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B) Match the following. [4×1=4]

- | | |
|------------------------|--------------------------------|
| a) Communication | 1) Way of Life |
| b) Culture | 2) Uncertainty Avoidance Index |
| c) Hofstede | 3) Message Decoding |
| d) Cultural Dimensions | 4) Long Term Orientation |

C) True or False (Attempt any 4) [4×1=4]

- a) Deliberately distorting facts is nothing but a dirty trick of cross-cultural negotiations.
- b) Prof. Geert Hofstede defines culture as a collective programming of mind distinguishing the members of one group or category of people from another.
- c) Cultural Identity is the Management of people and thing that involve a different cultural background.
- d) The beliefs, Customs, art of a particular society or group is called Culture.
- e) Culture is Dynamics means remains Constant.

Q2) Write Short Notes (Solve any 2) [2×7=14]

- a) Explain Cultural Values and Barriers.
- b) Explain Geert Hofstede Model.
- c) What is Cultural Environment? Explain challenges and issues in
- d) Doing Business Across Borders.

Q3) Answer the following questions in 300 words (Solve any 2) [2×12=24]

- a) What is Cross Culture? Explain in brief Elements of Culture and Cultural Diversity.
- b) What is Nonverbal Communication? Explain in details “The Cross-Cultural Communication Process”.
- c) What is Cross Cultural Sensitivity? Explain in details Managing International Careers: Challenges and Opportunities for the 21 st century.
- d) Write Elements of Culture and Cultural Diversity, explain Cross-Cultural Differences and Managerial Implications.

