

Total No. of Questions : 3]

SEAT No. :

PA-2031

[Total No. of Pages : 2

[5955]-608

**T.Y. B.B.A. (International Banking)**

**606 - B : CROSS CULTURAL RELATIONSHIP - II**

**(2019 Credit Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A)** Select the correct option (Attempt any 4 out of 5). **[4]**

- a) Which of these is not a characteristic of culture?
  - i) Dynamic
  - ii) Cumulative
  - iii) acquired
  - iv) Constant
- b) This refers to exchange taking place between different cultures.
  - i) Non-verbal communication
  - ii) Verbal Communication
  - iii) Intercultural Communication
  - iv) Polycultural Communicaiton
- c) In an international busines, the most important ethical issues involve.
  - i) Employment practices
  - ii) environmental norms
  - iii) Corruption
  - iv) all of the above
- d) This component of culture consists of all the tangible things that human beings make, use and give value.
  - i) Cognitive
  - ii) Material
  - iii) Normative
  - iv) Affective
- e) When environmental regulation in the host nation is much inferior to those in the home nation, these issues may arise:
  - i) Ethical
  - ii) Cultural
  - iii) Societal
  - iv) National

**P.T.O.**

- B) True or False (attempt any 4 out of 5). [4]
- Culture is transmitted and carried forward from generation to next generation.
  - International businesses often seen to gain and have gained financial and business advantages by bribing those officials, which is ethical.
  - Non verbal communication usually contains more contexts than verbal communication.
  - Culture does not determine the production of the type of goods and services needed that a business unit should produce.
  - Lack of local language skills has become a serious challenge for manager working abroad.
- C) Match the cultural orientations. [4]
- |                          |   |
|--------------------------|---|
| a) Interaction style     | i) Social identity, boundaries, basic motivation, distribution of power |
| b) Thinking style        | ii) Oriented towards future rewards                                     |
| c) Sense of self         | iii) How we process, read and create meaning                            |
| d) Long term orientation | iv) How we use time, handle conflict adhere to etiquette, protocol      |

- Q2)** Short notes. (Any 2 out of 4). [14]
- Cultural aspects affecting communication.
  - Elements of culture.
  - Components of culture.
  - Determinants of cross cultural business environment.

- Q3)** Long Answer questions. (Attempt any 2 out of 4). [24]
- Explain the Geest Hofstede's cultural dimension theory.
  - Explain in detail the ethical dilemmas of international executives.
  - Explain the process of cross cultural communication and list the key barriers to it.
  - Explain the influence of culture on non-verbal communication.

