

Total No. of Questions : 4]

SEAT No. :

**P1956**

[Total No. of Pages : 2

[6035]-608

**T.Y.B.B.A. (I.B.)**

**B606 : CROSS CULTURAL RELATIONSHIP - II**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Multiple choice questions. [5]**

- a) Cultural difference can be a source of \_\_\_\_\_ in economic environment.
  - i) Competitive advantage
  - ii) Disadvantage
  - iii) Neutrality
  - iv) None of the above
- b) International marketers across the world have to be aware of certain specific criteria for success apart from economy there are
  - i) History
  - ii) Geography
  - iii) Both (i) and (ii)
  - iv) None of the above
- c) Cross-cultural management is about knowing how to assess the impact of culture in a
  - i) Domestic environment
  - ii) National environment
  - iii) National & International environment
  - iv) None of the above
- d) Two core features of culture that influence the behavior of a manager are
  - i) Attitude and perception
  - ii) Values and beliefs
  - iii) Knowledge and skills
  - iv) Convictions and relationships
- e) Some societies are oriented to the past, some to the present and others to the future. This relates to which dimension of Hofstede :
  - i) Power-Distance
  - ii) Individualism-Collectivism
  - iii) Masculinity-femininity
  - iv) Long term orientation - short term Orientation

**P.T.O.**

- B) Match the following : [5]
- |                                   |                                                                  |
|-----------------------------------|------------------------------------------------------------------|
| a) Cross Culture                  | i) Western and Eastern culture                                   |
| b) Material Component of culture  | ii) Society's values and norms guiding and regulating behavior.  |
| c) Normative Component of culture | iii) People's knowledge, scientific experiments and applications |
| d) Cognitive Component of culture | iv) Customs, beliefs & values of different cultures              |
| e) International Culture          | v) Artifacts, types of houses and furniture                      |

**Q2)** Answer the following (any 1 out of 2) : [10]

- Explain Geert Hofstede Cultural Dimension Theory.
- Explain the concept of cross cultural management.

**Q3)** Answer the following (any 1 out of 2) [10]

- What is meant by Cross Cultural Communication? Explain the role of Culture in Communication.
- Discuss the challenges and opportunities involved in managing international careers.

**Q4)** Write Short Notes (Any 4 out of 6) [20]

- Levels of culture
- Cultural Identify
- Challenges faced by global teams
- Impact of culture on Negotiation
- Any five elements of culture
- Culturally responsive Negotiation Strategies

