

Total No. of Questions : 3]

SEAT No. :

P-6053

[Total No. of Pages : 2

[6145]-608

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

606 : CROSS CULTURAL RELATIONSHIPS - 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 indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- i) 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
- ii) Hofstede suggest that culture consist of shared _____ that control individual responses to their environment.
 - a) Social Stimuli
 - b) Mental programs
 - c) Knowledge
 - d) Attitude
- 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

P.T.O.

B) Match the Following. [5]

Group 1	Group 2
1) Communication	a) Way of Life
2) Culture	b) Uncertainty Avoidance Index
3) Hofstede	c) Message Decoding
4) Cultural Dimensions	d) Long Term Orientation
5) Prime 21 st Century Skills	e) Critical thinking
	f) Symbolic Communication

Q2) Answer the following questions (Solve any 2) [20]

- What is Cross Culture? Explain in brief Elements of Culture and Cultural Diversity.
- What is Nonverbal Communication? Explain in details the cross-cultural communication process.
- Explain in details managing international careers: challenges and opportunities for the 21st century.
- Explain Cross-Cultural Differences and Managerial Implications.

Q3) Write Short Notes (Solve any 4) [20]

- Explain Cultural Values and Barriers
- Explain Geert Hofstede Model.
- Explain challenges and issues in doing business across borders.
- Explain Cross culture negotiations and rewards.
- Explain Cross-cultural communication failures.
- Cross Cultural Sensitivity

