

Total No. of Questions : 3]

SEAT No. :

PB-1506

[Total No. of Pages : 2

[6227]-608

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

606 B: 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 the right indicate full marks.*

Q1) A) Multiple choice questions :

[5 × 1 = 5]

- i) _____ involves managing people and resources across different cultural backgrounds.
 - a) Human Resource Management
 - b) Cross Culture Management
 - c) Cultural Identity
 - d) Cultural Diversity
- ii) What does it mean when we say culture is dynamic?
 - a) Changeable
 - b) Remains Constant
 - c) Lethargic
 - d) None of the above
- iii) In communication, _____ contains all the intended information or meaning.

a) Message	b) Encoding
c) Decoding	d) None of these
- iv) What contributes to the existence of cultural differences?

a) Language	b) Belief
c) Values	d) All of the above

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v) _____ involves possessing the skills to understand and adapt to different cultural backgrounds.

- a) Cultural Sensitivity b) Cultural Diversity
c) Cultural Awareness d) Profit from culture

B) Match the following :

[5 × 1 = 5]

Group - I		Group - II	
i)	Prime 21 st Century Skills	a)	Way of Life
ii)	Cultural Dimensions	b)	Uncertainty Avoidance Index
iii)	Culture	c)	Long Term Orientation
iv)	Hofstede	d)	Message Decoding
v)	Communication	e)	Critical thinking

Q2) Answer the following questions (Solve any 2)

[20]

- What does Cross-Culture entail? Provide a concise explanation of the Elements of Culture and Cultural Diversity.
- Define Nonverbal Communication and elaborate on the process of Cross-Cultural Communication in detail.
- Give a detailed explanation of Managing International Careers: Identifying Challenges and Opportunities for the 21st Century.
- Explain Cross-Cultural Differences and their Impact on Management Practices.

Q3) Write Short Notes (Solve any 4) :

[20]

- Levels of Culture
- Cultural Identity
- Explain challenges and issues in doing business across borders.
- Explain Cross culture negotiations and rewards.
- Non-Verbal Communication
- Reasons for cultural differences

