

Total No. of Questions : 4]

SEAT No. :

PC-1207

[Total No. of Pages : 2

[6318]-408

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

B-606-CROSS CULTURAL RELATIONSHIPS - 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]

- a) _____ is the management of people and things that involve a different cultural background.
- i) Human Resource Management
 - ii) Cross Culture Management
 - iii) Cultural Identity
 - iv) Cultural Diversity
- b) Culture is Dynamic means _____.
- i) Changeable
 - ii) Remains Constant
 - iii) Lethargic
 - iv) None of the above
- c) _____ contains all the information or meaning that the sender aims to convey.
- i) Message
 - ii) Encoding
 - iii) Decoding
 - iv) None of these
- d) Cultural differences exist due to _____.
- i) Language
 - ii) Belief
 - iii) Values
 - iv) All of the above.
- e) _____ refers to a set of skills that allows you to understand and learn about people whose cultural background is not the same as yours.
- i) Cultural Sensitivity
 - ii) Cultural Diversity
 - iii) Cultural Awareness
 - iv) Profit from culture

P.T.O.

B) Match the following. [5×1=5]

- | | |
|--|-------------------------------|
| i) Prime 21 st Century Skills | 1) Personality |
| ii) Culture | 2) Being negative or critical |
| iii) Determinant of culture | 3) Noise |
| iv) Cross Cultural Communication Failure | 4) Critical thinking |
| v) International Marketing Communication | 5) Symbolic Communication |

Q2) Answer the following Questions (Any 1) [1×10=10]

- a) What is International Business? Explain 'any four' challenges before International Business with examples.
- b) Define the term "Cross Cultural Sensitivity". Explain 'any four' tips to develop Cross Cultural Sensitivity.

Q3) Answer the following Questions (Any 1) [1×10=10]

- a) Define the term Culture. Explain Characteristics of Culture.
- b) What is Cross Cultural Communication? Explain the Cross Cultural Communication Process.

Q4) Write Short Notes on: (Any4) [4×5=20]

- a) Elements of Culture
- b) Power Distance Index (PDI)
- c) Any 5 techniques for managing conflict in a Cross Cultural Environment
- d) Ethical dilemmas of international executives
- e) Non Verbal communication
- f) Reasons for cultural differences

