

SEAT No. :

[Total No. of Pages : 2

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

606B: Cross Cultural Relationship (II)
(2019 Pattern) (Semester - VI) (CBCS)

[Max. Marks : 50

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

Q1) A) Multiple Choice questions : [5]

- 1) _____ is a configuration of learned behavior and results of behavior whose competent elements are shared and transmitted by the members of particular society.
 - a) Culture
 - b) Festival
 - c) Education
 - d) Story
- 2) _____ Communication is a communication process in which people from different cultures try to understand what others from different culture try to communicate and what their message mean.
 - a) Multi Cultural
 - b) Cross Cultural
 - c) Language
 - d) Attitude
- 3) Culture is transmitted through the process of _____ and interacting with social environment.
 - a) Talking
 - b) Learning
 - c) Hearing
 - d) Governing
- 4) The Most Common Gesture in the world is _____.
 - a) Shaking Hand
 - b) Nod
 - c) Raising Hand
 - d) All of the above
- 5) Culture difference exist due to _____.
 - a) Language
 - b) Belief
 - c) Values
 - d) All of the above

P.T.O.

B) Match the following : [5]

- | | |
|------------------------------|---|
| a) Cultural Diversity | 1) Symbolic Communication |
| b) Culture | 2) System of Beliefs |
| c) R.L. Birdwhistell | 3) Learning different cultural Background |
| d) Cultural Sensitivity | 4) Kinesics |
| e) Six Dimensions of Culture | 5) Prof. Greert Hofstede |

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

- a) What is Cross Culture? Explain in brief Elements of Culture and Cultural Diversity.
- b) What is Cross Cultural Communication? Explain Cross-cultural communication failures.

Q3) Answer the following questions (Attempt any 1 out of 2) : [10]

- a) What is Nonverbal Communication? Explain in details “the cross-cultural communication process”.
- b) What is Cultural Environment? Explain challenges and issues in doing business across borders.

Q4) Short Notes (Attempt any 4 out of 6) : [20]

- a) Cultural Identity
- b) Cultural Diversity
- c) Cross Cultural Negotiations and Rewards
- d) Non Verbal Communications
- e) Cultural Values
- f) Sources of Cultural barriers

