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Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH TRIMESTER MBA DEGREE EXAMINATION APRIL 2019

MBA 61 CROSS CULTURAL MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

Write brief note on:

1. Cultural adaptation
2. Straight extension
3. Cultural traits
4. Dual adaptation
5. Cultural transmission

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. How do cultures affect the communication process of an organization and to what extent?
7. Discuss the stages in negotiation process.
8. Outline the main characteristics of the ethnocentric, polycentric and geocentric approaches to global marketing.
9. Explain Global Human Resource Management. How does it differ from domestic human resource management?
10. What are the dimensions of organizational culture? Explain them.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. A) Describe how social values interplay with the behavior of people at work place in business organizations. Explain your answer with illustration from Indian and international business organization, representing sub cultural and cross cultural influences respectively. (10 Marks)

B) Why is it important to understand the cultural difference between societies in the context of global business? Illustrate your answer with examples of cross cultural communication and negotiation. (10 Marks)