

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December, 2021

Course: CROSS CULTURAL MANAGEMENT

Programme: BBA (CORE) HRM

Time: 03 hrs.

Instructions:

- 1. All sections are compulsory.**
- 2. This question paper contains 3 printed pages**

Semester: V

Course Code:HRES2006

Max. Marks: 100

SECTION A
(2 x 10 = 20 Marks)
Answer in True/ False Only

S. No.		Marks	CO
Q-1	Globalization has made it easy to manage cross cultural business relations	2	CO2
Q-2	There is a gradual decline of centrally planned economies, and more and more countries are moving towards market driven economies	2	CO3
Q-3	A country may have different ethnic group of people, speaking different languages, having different food habits, but still have a “National Culture”	2	CO3
Q-4	In a collectivistic culture, people feel more free and self-centered	2	CO1
Q-5	In a country that has a high power distance culture, a subordinate feels more comfortable to communicate with the seniors.	2	CO1
Q-6	Largely India may be perceived to have a “Synchronous – Time” culture.	2	CO2
Q-7	English language is largely becoming the language of International Business	2	CO2
Q-8	Consumer ethnocentrism makes a customer more adaptable to foreign product.	2	CO3
Q-9	Generally Indian negotiators are open and to the point in their negotiations	2	CO4
Q-10	It is advisable to a MNC to respect and accept local traditions and customs while making a Global Human Resource Strategy.	2	CO2

SECTION B (4 x 5 = 20 Marks)
Attempt ALL FOUR Questions

Q-11	Discuss how globalization is affected by the uneven development of the world. How do you think uneven development of the world is influencing cross cultural management?	5	CO2
Q-12	Citing relevant practical examples briefly explain the Kluckhohn-Strodtbeck Value Orientations theory.	5	CO1

Q-13	In today's times what are the several changes that are affecting our workplaces? How communication between people of different culture is getting affected by such changes? Explain briefly.	5	CO3
Q-14	What are the issues and challenges involved in Global/ International Human Resource Management (IHRM)? How is IHRM different and similar to HRM? Explain citing practical examples wherever needed.	5	CO1
SECTION-C (3 x 10=30) Attempt All THREE QUESTIONS			
Q-15	In cross cultural international marketing, the multinational companies (MNCs) face the dilemma of Standardization vs Adaptation. Give practical examples and explain in what situations adaptation of product to local market will be preferred, and in which situations having a standard product in all markets is beneficial.	10	CO3
Q-16	When a citizen of one country enters another country with different culture he/ she suffers a "cultural shock", a situation of being amazed, confused, surprised and clueless about the behavior of people in the other culture. But as he/ she stays in the foreign country for long, he/ she gradually starts getting exposed to the various layers of the culture of that place. Explain what these layers are? Also explain giving examples wherever required, how the exposure to the various layers will socialize the person in the foreign country	10	CO2
Q-17	What is international recruitment? What are the issues and challenges in international recruitment and selection? How is international recruitment and selection different from recruiting and selecting within a nation? Explain what strategies a MNC may utilize to have successful and fruitful international recruitment and selection process OR What is international compensation? What are the challenges involved in designing an international compensation strategy? What are the different strategies to international compensation management? Discuss giving relevant practical examples wherever needed.	10	CO3
SECTION-D			
Q-18	Today's business environment has become highly complex, dynamic and globalized. In today's global world an understanding of what happens when people from different cultures meet and work together is quite essential for managers and leaders. Actually, in the entire world there are approximately 80,000 multinational firms and each has in average 10 affiliates abroad, forming this way a vast planetary net. The contemporary companies in global economy need competent management with willingness, awareness, knowhow and skills to communicate and operate across cultural borders. On the other hand, the consequences of the globalization of the	15+15 =30	CO4

	<p>economic activity are on cultural values specific for different countries, some specialists notice the cultural differences between countries.</p> <p>Successful communication between human beings, either within a culture or between cultures, requires that the message and meaning intended by the speaker is correctly received and interpreted by the listener. Sustainable error-free communication is rare, and in most human interactions there is some degree of miscommunication. In understanding communication, a listener must pay attention not just to what is said and when, but also to how many times something is said, under what circumstances, and by whom. Difficulties in intercultural communication arise when there is little or no awareness of divergent cultural values and beliefs. In intercultural interaction, speakers sometimes assume that what they believe is right, because they have grown up thinking their way is the best.</p> <p>Q-1 In a truly Global Multinational Corporation, that operates in many countries of the world with diverse cultures still have a similar if not same corporate culture in it's offices and subsidiaries in several countries? Compare the pros and cons of having same/ similar corporate culture worldwide vs having different corporate cultures in different countries as per local needs.</p> <p>Q-2 For a truly global MNC, in which people across cultures have to communicate and co-ordinate, suggest what type of corporate communication model the company may have? What were the several things you will consider to be a part of such corporate communication model. Discuss.</p>		
	<p>*****End of the paper*****</p>		