


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES
End Semester Examination, December 2023

Course: Cross Cultural Management II	Semester: III
Program: MBA (IB)	Time : 03 hrs.
Course Code: INTB8017P	Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all the multiple-choice question.		CO1
(a) the view that cultures, races, and ethnicities, particularly those of minority groups, deserve special acknowledgment of their differences within a dominant political culture. (i) Cultural shock (ii) Cultural intelligence (iii) Cultural distance (iv) Cultural diversity	2	
(b) is the study of distance. (i) Kinesics (ii) Proxemics (iii) Oculesics (iv) Gestures	2	
(c)	In India, it is polite to ask your business partners about their family's health and well-being at your first meeting. (i) True (ii) False	2	
(d)	Cultural, economic and market integration worldwide is known as: (i) Glocalization (ii) Globalization (iii) Diversity (iv) Westernization	2	
(e)	Play mates can ask for expensive gifts from the winner in Japan but not in India. (i) True (ii) False	2	
(f)	Italian focuses a lot on non-verbal communication along with verbal communication. (i) True (ii) False	2	
(g)	USA is a high-context country. (i) True (ii) False	2	

(h)	Indian culture is more collectivistic as compared to USA. (i) True (ii) False	2	
(i)	Japanese are good in understanding the read between the lines. (i) True (ii) False	2	
(j)	Which dimension of culture explains the different ways of doing work? (i) Individualism-collectivism (ii) Universalism-particularism	2	
SECTION B 4Qx5M= 20 Marks			
Q 2	Write short notes on the following terms.		CO2
(a)	International human resource management	5	
(b)	Cross-cultural management	5	
(c)	Low context culture	5	
(d)	Non-verbal communication	5	
SECTION-C 3Qx10M=30 Marks			
Q 3	Attempt all the questions. Third question has choice.		CO3
(a)	Discuss the challenges faced by Google like companies, while recruiting people from different corners of the world.	10	
(b)	Explain the relevance of cross-cultural marketing in international promotion of any brand.	10	
(c)	Differentiate among the parent country national (PCN), Host country national (HCN), and Third country national (TCN) with relevant example. OR Culture is an integral part of any country. Highlight the cultural aspects of any country of your choice, making differences in doing business.	10	
SECTION-D 2Qx15M= 30 Marks			
Q 4	Attempt all the questions. Second question has choice.		CO4
(a)	Examine any case of product adaptation implemented by a company for different cultures. What are the main cultural obstacles of cross-cultural marketing?	15	
(b)	Based on the given Hofstede cultural dimensions of Egypt, interpret the Egyptian culture and its impact on global business.	15	

Hofstede's Dimensions	Power distance	Individualism	Masculinity	Uncertainty avoidance	Long term orientation	Indulgence
Ranking	80	13	55	55	22	0

OR

Disney faced a lot of local opposition and resentment to its park quite early in the venture. Michael Eisner, the Disney CEO, was pelted with French communists when he visited Paris in 1989. The French have been always proud of their culture and have been wary of the invasion of the US pop culture in France. Many French people viewed Euro Disney as an act of cultural imperialism.

- (i) On the basis of above case, discuss the cultural difference between US and France.
- (ii) Analyze the different cultural challenges may face by an US company in France, with respect to Disney situation.