

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

00468

Term-End Examination

December, 2013

MCNE-019 : CROSS CULTURAL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. What do you understand by the term 'Culture Shock' ? Suggest suitable strategies for minimizing the same. 20
2. Successful communication in the international business environment requires not only an understanding of language but also non-verbal aspects of communication. Comment. 20
3. Write short notes on **any two** of the following :
(a) Cross-cultural training 10+10=20
(b) Negotiating across cultures
(c) Organizational culture
4. Corruption and bribery in international business have surfaced as important issues in an interdependent economy. Give salient features of CSR and ethics in MNC. 20
5. What are the strategic alternatives for a global firm for Cross-Cultural Marketing and developing Cross-Cultural Teams ? 20

6. Matching the culture, control and structure are important for a global organization. Suggest suitable strategies to effectively match all 3 components in global companies. 20
 7. Give a suitable framework for formulating staffing and compensation practises of global firms. 20
 8. Serving in overseas assignments is the best way of developing executive leadership skills for the 21st century. Comment on motivation and leadership for international firms. 20
-