

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT (MBA IHM)**

Term-End Examination

December, 2014

00061

MHY-010 : INTER-CULTURAL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** questions. All questions carry equal marks.

1. How does political environment affect the behaviour of people ? Explain with examples. 20
2. Write short notes on the following : 10+10=20
 - (a) Corporate Social Responsibility
 - (b) Ethics in Global Management
3. "Culture – Communication link is vital for the success of MNCs in remote areas." Justify with examples. 20
4. "A company must develop Cultural Profile for successful operation." Discuss with example of food chains. 20
5. Explain the Cross-Cultural process of Negotiations with examples. 20

6. What is negotiation style? Explain any two with suitable examples. 20
7. Write short notes on the following : 10+10=20
- (a) Communication process
 - (b) Decision-making
8. Explain Strategic Formulation Processes with examples. 20
9. "Women are not given adequate representation in management decisions." Discuss this statement with examples. 20
10. Explain the process of developing a Global Management Cadre. 20
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