

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

Term-End Examination

December, 2015

MHY-010 : INTER CULTURAL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Write a note on social responsibilities of MNCs. 20
2. Write short notes on : 10x2=20
 - (a) Ethics in Global Management.
 - (b) Technological environment
3. Explain cultural value dimensions in cross cultural communication process. 20
4. What are Cultural Variables ? Elaborate with suitable examples. 20
5. Explain Decision Making process. What factors affect decision making in cross cultural negotiation ? 20

6. Write short notes on : 10x2=20
(a) Negotiation process
(b) Managing Negotiation
7. Explain Cultural Variables. What all Cultural Variables affect communication process ? 20
8. Describe Strategic Alliances with suitable examples from Hospitality Business. 20
9. Discuss the important issues involved in staffing for Global Operations. 20
10. Write short notes on : 10x2=20
(a) Global Selection
(b) Emergent Structural forms.
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