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MHY-010

**M. B. A. in International Hospitality
Management (MBA-IHM)
Term-End Examination
December, 2018**

MHY-010 : INTERCULTURAL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Explain the cultural variables. How does the cultural variable affect the communication process ? 20
2. Discuss the important steps involved in formulating and implementing the strategy process. 20
3. Write an essay on "Managing cross cultural communication." 20
4. Elaborate on managing the interdependence of political and economic environment with example. 20
5. Explain the different negotiation styles with suitable examples. 20
6. Write a note on emerging structural forms of organization. 20

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7. Explain the role of training and development in staffing process for global operations. 20
8. Write short notes on the following : 10 each
 - (a) Local labour relation system
 - (b) Social responsibility of MNC's
9. How can you access the legal and technological environment for MNC's ? 20
10. Illustrate management of effective monitoring systems with examples. 20