

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

**Term-End Examination
June, 2013**

MCNE-019 : CROSS CULTURAL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What are salient elements of external analysis of a global firm ? Discuss Legal and Technological factors. **20**
2. Discuss the various aspects of strategy and structures in international companies. **20**
3. What should be a features of transfer of human resource practices in multinational companies ? **20**
4. How important are cultural factors as opposed to past knowledge and experience in international assignments ? Discuss the pros and cons of hiring an expatriate based on each criterion. **20**

5. 'There is no such thing as an international manager ; therefore, there is no point in developing specialized programs for the recruitment and selection of international managers'. Argue for or against this statement. 20
6. Discuss the need for companies to go global. What compels companies to go global ? 20
7. List the various modes of entry into global market. Discuss merits and demerits of each. 20
8. Write short notes on *any two* : 2x10=20
- (a) Franchising
 - (b) Cross - cultural negotiations
 - (c) Compensation for global operations
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