

00305

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

Term-End Examination

June, 2017

MHY-010 : INTER CULTURAL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Write a detailed note on cultural interdependence in business environment of a multinational company. 20
2. "Global political environment effects development of business and economy in India". Illustrate with suitable examples. 20
3. What is cultural profiling? How cultural profiling is used in tourism promotion? 20
4. "Write a detailed note on role of women in International Management. 20
5. "Negotiations are major a variable in any decision making process". Elaborate with examples. 20
6. Explain negotiation process with examples. 20

7. Explain importance of strategic formulations of business plan in global business environment with suitable examples. 20
8. Define strategy. Explain steps in developing global strategies. 20
9. Explain with examples the importance of control systems in any business operations. 20
10. Write short notes on : 10x2=20
- (a) Global Selection
 - (b) Strategic Alliances
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