

00244

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

Term-End Examination

June, 2018

MHY-010 : INTERCULTURAL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Write notes on the following : 10x2=20
 - (a) Global Business Environment
 - (b) The Technological Environment

2. Write an essay on "Ethics in Global Management" with examples. 20

3. Elaborate role of communication between cultures in global business environment. 20

4. Explain role of internet in communicating culture. 20

5. Explain negotiation styles with examples. 20

6. Define decision making. Explain role of cross cultural negotiations in decision making. 20

7. Write an essay on strategic alliance. 20
8. Elaborate on process of strategic formulation with examples. 20
9. Write notes on : 10x2=20
- (a) Global management team
 - (b) Control system for global operations
10. Write notes on : 10x2=20
- (a) Emergent structural form
 - (b) Choice of organisational form
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