

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

00654

**Term-End Examination**

**June, 2019**

**MHY-010 : INTERCULTURAL MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Write an essay on Emerging Global Business Environment. 20
2. Elaborate on the Social Responsibility of MNCs with relevant examples. 20
3. What are the control systems for global operations ? Justify with suitable examples. 20
4. Write notes on the following : 2×10=20
  - (a) Cultural Value Dimensions
  - (b) The Culture Communication Link
5. "Managing negotiations in cross-cultural environment is an art." Justify with suitable examples. 20

6. Explain with suitable examples, the phrase 'Going Global and Acting Local'. 20
  7. Elaborate on steps in developing International and Global strategies with suitable references from the hospitality industry. 20
  8. "Strategic implementation of alliances is the key to success of business." Justify with examples. 20
  9. How would you design a training and development programme for Global Management Cadre ? 20
  10. How do we compensate Host-Country Nationals during staffing ? Explain with examples. 20
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