

00313

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

Term-End Examination

December, 2017

MHY-010 : INTERCULTURAL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Define interdependence. Explain role of ethics in global management. 20
2. Write an essay on social responsibilities of MNCs with examples. 20
3. Explain culture. How culture effects business organisations ? 20
4. Write notes on following : 10x2=20
(a) Culture variables
(b) Cultural - communication link
5. Write an essay on 'Role of women in international management'. 20
6. Elaborate on Negotiation styles with suitable examples. 20

7. How does strategic implementation work ? 20
Explain various stages of strategic implementation.
 8. Write an essay on strategic alliance with relevant 20
examples.
 9. Explain the process of developing a "Global 20
Management Cadre" with examples.
 10. Explain staffing for global operations. Elaborate 20
the role of Training.
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