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Roll No. \_\_\_\_\_

**MS-3119**

M.B.A. (I.B.) (Semester-IV) Examination, 2015

Cross Cultural Management

[MBA(IB)-041]

***Time Allowed : Three Hours ] [ Maximum Marks : 70***

Note : Question No. 1 is compulsory. Attempt four other questions, selecting one question from each Unit.

1. Write short notes on the following: 3×10=30
  - (a) Transpatriates
  - (b) Expatriate failure
  - (c) Clean technology
  - (d) Emerging market economy
  - (e) Repatriation
  - (f) Cultural Relativism
  - (g) Uncertainty Avoidance
  - (h) Cultural Adaptation

**P.T.O.**

**(2)**

- (i) Power Distance
- (j) Cultural Intelligence

Unit-I

- 2. Give an overview of organisational design and structure with respect to International Corporations. 10
- 3. Elaborate on the factors influencing the head-quarter and subsidiary relations. 10

Unit-II

- 4. Discuss the key components of an international compensation program. 10
- 5. What is culture shock and reverse culture shock? Explain the various stages of Culture Shock. 4 + 6 = 10

Unit-III

- 6. Write short notes on : 5 × 2 = 10
  - (a) Cultural aspects to be kept in mind while doing business in India.
  - (b) Strategies adopted by Indian business going International.

**(3)**

- 7. How organisational culture, cross-cultural issues, cultural differences shape the success or failure of international mergers and acquisitions. 10

Unit-IV

- 8. Reflect on the types of Political Risks and how can the same be managed by the foreign company? 3 + 7 = 10
- 9. Throw light on the technological dimensions of International Business Strategy.