

END SEMESTER EXAMINATION, MAY - 2026**B. B. A. Semester - VI****Subject Name: Cross Cultural Management****Subject Code: BBAH304****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1. Objectives Type****(Very short/ Short Answer, MCQ, One-liners, Fill in the Blank, True/ False) Attempt all. (10x2=20)**

a.	State any two dimensions of culture.	CO1
b.	True/False: National culture has a direct influence on an organization's internal culture.	CO1
c.	What is the fundamental basis of the Kluckhohn & Strodtbeck framework?	CO1
d.	MCQ: Which of the following is NOT one of Hofstede's cultural dimensions? (a) Power distance (b) Uncertainty avoidance (c) Universalism (d) Masculinity.	CO1
e.	Define a multi-cultural team.	CO1
f.	Fill in the blank: Resolving _____ in a cross-culture context requires understanding the host country's negotiation styles.	CO1
g.	What is an International Strategic Alliance?	CO1
h.	Define 'Cultural adaptation' in global business.	CO1
i.	What is meant by 'Managerial know-how'?	CO1
j.	Mention one economic factor that influences a shift in local culture.	CO1

Q.2. Short notes / Short Answer Type (Attempt any five out of Seven)**(5x4=20)**

a.	Explain the significance of shifts in organizational culture.	CO2
b.	Compare Edward T. Hall's concepts of high-context and low-context cultures.	CO2
c.	List the common challenges encountered in managing multi-cultural teams.	CO3
d.	How do ethics and values differ across international cultures?	CO2
e.	Discuss the ecological factors that impact international business operations.	CO2
f.	What are the key dynamics of cross-cultural leadership?	CO3
g.	Write a short note on achieving international competitive advantage.	CO3

Q.3. Structured Question (Attempt any three out of four)**(3x10=30)**

a.	Elaborate on the influence of National Culture on Organizational Culture using suitable examples.	CO4
b.	Discuss the Kluckhohn and Strodtbeck model for comparing cultures in detail.	CO3
c.	Evaluate the staffing choices for global operations. Under what circumstances is it most appropriate to use local managers?	CO4
d.	Analyze the emerging models of Strategic Management in an international context.	CO4

Q.4. Long Answer / Essay type (Attempt any two out of three)**(2x15=30)**

a.	Compare and contrast Hofstede's cultural dimensions with the GLOBE framework. Which model provides a better practical understanding for contemporary cross-cultural managers?	CO6
b.	"Effective cross-cultural negotiation is essential for global business success." Discuss the role of culture in disputes and the effective methods for the resolution of conflicts in a cross-cultural context.	CO5
c.	Design a comprehensive cross-cultural management plan focused on the transfer of knowledge, ensuring managerial know-how is effectively passed to a newly acquired international subsidiary.	CO6
