

Roll No.....

Department of Management
School of Management and Business Studies
Jamia Hamdard
Odd Semester Examination - December 2025
MBA III Semester

Subject Name: Cross Cultural Communication
Subject Code: MBA-GE-IB-02

Max. Marks: 75
Time: 3 Hours

Note: Attempt any Five Questions, all questions carry equal marks. (12X5=60)

Q 1. (a) Describe the Visible vs. Invisible dimensions of culture in reference to Japan and France

(b) Describe a real or hypothetical international business meeting where invisible cultural expectations led to miscommunication or misinterpretation.

Q 2. Analyse how differences in uncertainty avoidance influence employees' responses to organisational change, policy updates, and risk communication in multinational companies.

Q 3. How do variations in cultural values shape communication patterns and influence the way conflicts are handled within multinational teams? Illustrate your answer with practical workplace examples.

Q 4. Discuss how non-verbal signals—such as facial expressions, posture, touch, and tone of voice—may be interpreted differently in countries like India, Japan, and Saudi Arabia. What guidelines can international managers follow to avoid non-verbal communication barriers?

Q 5. Discuss the stages of culture shock. Elaborate upon the factors that impact the success of foreign assignments.

Q 6. (a) How can marketers modify their branding and promotional strategies to appeal to cultures with high versus low power distance & indulgence index?

(b) Give an applied example to support your answer.

Q 7. How do cultural values influence the negotiation process? Using a comparative example (e.g., Saudi Arabia vs. the USA), evaluate how attitudes toward time, relationship-building, and emotional expression shape the negotiation process

Q 8. Write short notes on any three:

- i. Cultural Predispositions
- ii. Low Context Cultures
- iii. Kinesics
- iv. Chronemics