

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA [Semester III]

Subject Name: Cross Cultural Communication

MM: 75

Subject Code: MBA-GE-IB-02

Time: 03Hours

Email Id of the Examiner: sadafsiraj@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: assistant.superintendent.exams@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: Rabia Shaheen-2017-334-032-MBA-III-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q 1. Why is important to understand the nuances of cultural differences between societies, in the context of global business. Illustrate your answer with examples of cross-cultural communication (verbal & non-verbal) and work values.

Q 2. A team from a US based company is planning to visit France to finalize its deal. Elucidate how the differences in culture, language & environment will impact their negotiation process.

Q 3. Draw a comparison between High context & low context culture. How will you flex your communication style (written & verbal) while dealing with someone from a high context culture?

Q 4. 'Cultural sensitivity and understanding of cultural variations are very important prerequisites while deciding the type of training to be given'. Discuss the statement in view of the different types of cross-cultural training given by managers to reduce Cultural shock.

Q 5. Impactful communication strategies and advertisements appeals require an understanding of Cultural values. Apply your understanding of the cultural dimensions as given by Hofstede to substantiate the above statement.