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Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2023 – February 2023
MBA-III Semester
MBA-GE-IB-02
Cross Cultural Communication

Duration: 3 Hours

Max Marks: 75

Note: Attempt any Five Questions, all questions carry equal marks. [15*5=75]

Q 1. "Cultural values and predispositions have far reached impact on managerial functions & work values". Elaborate upon the statement, citing suitable examples.

Q 2. Jay and Georgia recently married. Georgia loves her in-laws, whom she has known for several years and who are genuinely supportive of her, Jay, and their marriage. But she is sometimes uncomfortable around Jay's mother, Meera. She isn't comfortable calling her "mom" or "mother," even though Meera has asked her to do so. Her mother-in-law also hugs her, and tries to hold her hand or put her arm around her whenever they see each other. Georgia's discomfort has become noticeable to Jay, who asks about her feelings for his mother. "I love your mom, but I don't even hug my own father," Georgia responds. "I just don't like hugging too many people. I tell her all the time how much I love her and your dad." "We are a very nonverbal family," responds Jay. "Please try to find a way to express yourself nonverbally." Critically examine the situation and highlight the impact of cross-cultural differences on the nonverbal communication.

Q 3. Highlight the point of differences between a high context & low context culture. What are the points you will keep in mind while designing your written & verbal communication for a client belonging to low context culture.

Q 4. Relationship building in business requires gift giving, but one must be careful about the cultural taboos related to color, variety & number. Explain.

Q 5. (a) Fred, who is born and brought up in America is being relocated to Saudi Arabia for a long-term project, what are the factors that can lead to culture shock?

(b) What kind of cross-cultural training should be provided to him to minimize this shock?

Q 6. "Advertisers and MNC's have long realised the importance of understanding the differences in cultural values & dimensions while designing the communication strategies and advertisements". Apply your understanding of the cultural dimensions as given by Hofstede and Halls & Halls to substantiate the above statement.

Q 7. A team from a US based company is planning to visit France to finalize its deal. Discuss how their cultural background will impact their negotiation style and decision-making process.

Q 8. Write short notes on any three:

- a. High context vs Low context language
 - b. Asia Shock
 - c. Paralanguage
 - d. Chronemics
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