

Roll No.....

School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
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. $15 \times 5 = 75$
 ~~$12 \times 5 = 60$~~

Q 1. Suppose you are working with a team comprising individuals from various cultural backgrounds. What non-verbal communication aspects must you take care of to ensure understanding and harmony within the team?

Q 2. Explain the different characteristics and components of the culture and the different cultural predispositions.

Q 3. (a) Highlight the point of differences between the individualist & collectivist cultures. (8)
(b) How would you navigate the challenges stemming from individualistic and collectivistic cultural orientations in a multinational team project? (4)

Q 4. An American national, Emily has been given a project in Saudi Arabia. List down all the cultural variations she will face and adjust to.

Q 5. (a) If you were responsible for sending employees on foreign assignment, what support systems and resources would you implement to help them effectively manage and overcome the cultural shock, ensuring their success in the new work environment? (4)
(b) As a human resources manager, explain the different cross-cultural training you will provide to help employees anticipate and cope with cultural shock when working on international assignments. (8)

Q 6. Suppose you are responsible for launching a product in a new international market. How would you tailor your marketing strategy considering the cultural dimensions of the target audience, as highlighted by Hofstede? You may choose any country of your choice.

Q 7. (a) Explain the different stages of the Negotiation process. (8)
(b) Suppose you are negotiating with a company from a high-context culture while your team follows a low-context approach. What kind of problems can you face? (4)

Q 8. Write short notes on any three:

- a. Stranger & predicted levels of communication
- b. Cultural Iceberg
- c. Stages of cultural shock
- d. Kinesics