

CROSS CULTURAL COMMUNICATION

Answer any **FIVE** questions. All questions carry equal marks.

(5 x 15= 75 marks)

1. “The intangible constructs of culture have an enduring impact on it visible aspects”.
 - a. Comment on the statement using suitable examples.
 - b. Discuss the managerial implications of contrasting cultural values
2. Highlight the importance of Chronemics, chromatics & haptics in communication. Substantiate your answer with suitable examples.
3. There will huge differences in the belief systems of children raised in Individualistic vs. Collective Cultures with respect to the different aspects of their personal lives as well as business transactions. Elaborate upon the above statement citing suitable examples.
4. Draw a comparison between High context & low context culture. How will you flex your communication style while dealing with someone from a low context culture?
5. What are the causes of Cultural Shock? Elaborate upon the different factors that affect the success of foreign assignments.
6. ‘Marketers have realized the far reaching impact of diverse cultural dimensions, which has led to the use of different advertising approach for different cultures’. Elaborate upon the statement with reference to Hofstede and Halls& Halls cultural dimensions.
7. Discuss the Negotiation process, highlighting the difference in negotiation styles & approach in light of cross cultural negotiation.
8. Write short notes on any three:
 - a. Social Cognition
 - b. Proxemics
 - c. Unethical communication practices
 - d. Stages of Cultural Shock