

Roll no.....

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD

MBA SEMESTER III EXAMINATION, 2018

PAPER – MBA – GE- IB – 02

CROSS CULTURAL COMMUNICATION

Time: Three Hours

Maximum Marks: 75

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

(5 x 15= 75 marks)

1. Cultural differences from country to country demand corresponding differences in how the managers practice human resource management. Discuss how cultural differences influence the managerial styles & work values.
2. You are the assistant to an architect for an American firm that has been contracted to build a new hospital in Saudi Arabia. Your boss would be spending two months there supervising the project. He has asked to prepare a short report outlining the non-verbal customs & communication variables. Include all the pertinent information in your report
3. (a) Countries showing strong uncertainty avoidance such as France, Germany, and Italy have witnessed a rise in the consumption of mineral water since 1970. In fact, according to one study, the correlation between mineral water consumption and the uncertainty avoidance score was almost 0.75. What might explain the linkage between uncertainty avoidance and mineral water consumption? What other products might find opportunities in strong uncertainty avoidance countries?

(b) Differentiate between Monochronic and Polychronic cultures.
4. Gift giving has got a lot of relevance in maintaining business relations, but it requires careful understanding of cultural taboos related to colour, variety & number. Explain.
- ✓ 5. What are the different stages of Cultural Shock? Discuss the different types of cross cultural training given by managers to reduce Cultural shock.
6. Companies today are required to appreciate the differences in cultural values while designing the communication strategies and advertisements. Apply your understanding of the cultural dimensions as given by Hofstede and Halls & Halls.
7. A team from a US based company is planning to visit Saudi Arabia to finalize its deal. Elucidate how the differences in culture, language & environment will impact their negotiation process.
8. Write short notes on any three:
 - a. Stranger vs Predicted level of communication
 - b. Asia Shock
 - c. Cultural Predispositions
 - d. Proxemics & privacy norms