

Roll no.....

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD

MBA SEMESTER III EXAMINATION, 2019

PAPER – MBA –GE- IB – 02

CROSS CULTURAL COMMUNICATION

Answer any **FIVE** questions. All questions carry equal marks. (5 x 15= 75 marks)

1. Discuss the “Iceberg Concept” of culture. Elaborate upon the contrasting cultural values and their managerial interpretations.
2. Cultural variables can impact the communication process by influencing an individual’s perception. Substantiate your answer highlighting the importance of non-verbal aspects of communication.
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. (a) Certain Muslim countries like Saudi Arabia do not allow advertisers to show a frontal picture of a woman with her hair. This creates a challenge for companies like Unilever or Procter & Gamble that want to advertise hair-care products (e.g., shampoo). How would you tackle this challenge?

(b) Highlight the importance of colours, symbols & numbers in cross cultural communication.
5. What is Cultural Shock? Discuss the firm, assignment & Individual factors that influence the success of foreign assignments.
6. How can management systems and processes in different countries be understood using Hofstede and Halls & Halls cultural dimensions?
7. ‘Cultural Variance has a deep rooted impact on the process of negotiation as well as decision making’. Substantiate using suitable examples.
8. Write short notes on any three:
 - a) Social Cognition
 - b) Ethnocentric vs. Geocentric Predisposition
 - c) Paralanguage
 - d) Asia Shock