

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Sixth trimester MBA examinations (S), September 2020

Course Code: 61**Course Name: CROSS CULTURAL MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks.*

Marks

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|---|---|-----|
| 1 | Describe the meaning of cross-cultural differences. | (2) |
| 2 | Explain the impact of cultural stereotypes. | (2) |
| 3 | Briefly describe EPRG model. | (2) |
| 4 | Define cross cultural teams. | (2) |
| 5 | What is global procurement? | (2) |

PART B*Answer any three questions. Each question carries 10 marks.*

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| 6 | What are the implications of culture diversity in business organisations?
Discuss your answer with suitable examples. | (10) |
| 7 | Explain decisions involved in International distribution channels. Highlight the important distribution channel intermediaries. | (10) |
| 8 | Define the important objectives of global HRM. Why each of these objectives is important for on Organization growth. | (10) |
| 9 | State the challenges of multi-linguistic business environment. | (10) |
| 10 | Enumerate nature of International Financial Management. Also discuss impact of cultural environment on financing strategies. | (10) |

PART C*Compulsory Question. The question carries 20 marks.*

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| 11 | As an organization increases its international activities, it inevitably steps up the degree of decentralization, but internationalization is not simply a form of | (20) |
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decentralization. It's the most complex form of decentralizing operations & involves types of differences – language, culture, economic & political systems, legislative frameworks, management styles & conventions that are found in organizational growth & diversification that stay within natural boundaries.

Explain & elucidate the statement with the help of suitable examples.

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