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Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(SIM) (Sem.-3)
CROSS CULTURAL MANAGEMENT
Subject Code : PGS-207
M.Code : 22514

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1) Write briefly :

- a) Explain concept of business etiquettes in context of cross culture management.
- b) Enlist the various components of culture.
- c) Explain the caste structure of India
- d) Enumerate the importance of studying religion.
- e) Discuss the cultural differences in gift giving around the world.
- f) How do we define quality in Indian culture?
- g) Define self concept.
- h) Enlist the tips for doing business in Germany.
- i) How does culture influences our communication and relationships with others?
- j) What are the core values of Confucianism?

SECTION-B

2. Discuss various cultural dimensions as discussed by Geert Hofstede's .
3. Explain the culture impact on self concept with reference to Chinese and American society.
4. Discuss the family structure of an Indian society and how it impacts our culture.
5. Discuss the following with regard to cross cultural management :
 - a) Friendship and money
 - b) Gender status in society
6. Enlist various cultural considerations to be focussed on while doing business in America.

SECTION-C

7. How cultural differences among the nations influences marketing mix of international firms?
8. Citing examples from German culture discuss the underlying relationship between love, friendship and Gender.
9. Write short notes on the following :
 - a) Stages of cultural shock
 - b) Business Etiquettes in France.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.