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Total No. of Pages : 02

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**BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.–5)**

**MANAGING ACROSS CULTURE**

**Subject Code : BBA-504**

**M.Code : 72066**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTION-B** consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

**1. Answer briefly :**

- a. Culture
- b. Decision making
- c. Hofstede model
- d. Sensitivity training
- e. Staffing
- f. Expatriate
- g. Competitive advantage
- h. Strategic alliance
- i. Legal economic
- j. Ethics dilemma

## **SECTION-B**

### **UNIT-I**

2. Explain the different dimensions of culture in detail.
3. What is a shift in culture? Explain the significance of the same.

### **UNIT-II**

4. Explain the following models :
  - a. GLOBE
  - b. Kluchohm & Stoodbeck
5. Explain the concept of cultural adaption through sensitivity training.

### **UNIT-III**

6. Explain the dynamics of cross-cultural leadership.
7. How are the conflicts & disputes resolved in the cross culture context?

### **UNIT-IV**

8. Explain the emerging models of strategic management.
9. How can competitive advantage be achieved and sustained?

**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.**