

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(SIM) (Sem.-3)
Master of Management Studies (Service Industry)
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) Impact of World Religions on International Business
- b) Business Etiquettes
- c) Self-Concept
- d) Confucianism
- e) Business Etiquettes in France
- f) Caste System in India
- g) Dimensions of German Culture
- h) Indian Business Etiquettes
- i) Cultural Values and Advertising
- j) USA: Melting Pot to Salad Bowl

SECTION-B

2. Describe the various cultural classifications with suitable examples.
3. How the Gender, Culture and Ethnicity have impact on the business houses these days? Discuss.
4. Describe the various stages of cultural adjustment with examples.
5. Explain the concept of Cultural Diversity in business organizations.
6. Describe the various tips for doing business in America.

SECTION-C

7. Critically analyze the relevance of Geert Hofstede's Model in the light of current cross cultural environment in business houses.
8. What do you mean by cultural shocks? Describe its various stages.
9. Differentiate between the cultural insights into doing business in China and Indian organizations.

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.