



MBA DEGREE EXAMINATIONS: MAY 2015

(Regulation 2012)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

MBA655: Cross Cultural Management

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1. This, subtitled, 'An empirical study of cross-cultural relations between three European country managers in an international company', investigates how managers of three European cultures cope with cultural differences when they are working together.

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. List the dimensions of culture.
3. What is meant by cultural convergence and cultural divergence?
4. Label the dimensions of national cultures.
5. What are the Tampenaar's and Hampden cultural dimensions?
6. Why cultural diversity is important?
7. Find the strategic options for global expansion.
8. How to manage in a multicultural workforce environment?
9. Briefly state the issues in HRM is applying cross cultural.
10. What is meant by cross cultural communication?
11. What are the strategies for overcoming barriers across cross cultures?

PART C (4 x 15 = 60 Marks)

12. a) (i) Elaborate about the organizational culture and its dimensions. (8)
(ii) Explain the Edger Scheins Layers of culture. (7)

(OR)

b) Compare cultural convergence and cultural divergence.

13. a) (i) Elaborate Hofstede's cultural Dimensions. (7)
(ii) Explain about the National cultures. (8)

(OR)

b) Discuss about the Halls cross culture classification.

14. a) Explain about the cross culture.

(OR)

b) Discover the challenges of Diversity in the Workplace.

15. a) Examine how to manage workforce in multicultural environment.

(OR)

b) Explain about the cross culture significance of non-verbal communications.
