

**A 12**

**Sreenidhi Institute of Science & Technology**

(An Autonomous Institution)

**Code No:3Z442**

**MBA II - YEAR II – SEMESTER MAY 2015 (REGULAR)**

**CROSS CULTURAL BUSINESS MANAGEMENT**

**Time: 3 Hours Max. Marks: 60**

**Note: No additional answer sheets will be provided.**

**Part – A**

**Max. Marks: 10**

**Answer all the QUESTIONS**

1. Is cuisine an aspect of culture?

2. Why should product ad be cultural sensitive? Be brief.

3. What is semiotics?

4. What is personal space?

5. Define team.

6. Are organizational cultures unique and distinct?

7. What is sub culture?

8. How does MNC differ from International Company?

9. Who is an expatriate?

10. Is an understanding of culture of the organization where employee works essential for employee to succeed?

**Part – B**

**Max. Marks: 50**

**ANSWER ANY FIVE. ALL QUESTIONS CARRY EQUAL MARKS.**

1. What are the materialistic and non materialistic aspects of organizational culture? Illustrate your answer with examples.

2. Culture can inhibit and promote communication. Do you agree with the statement? Discuss the issue in the context of communication within and across culture.

3. How does communication strategy of an MNC differ from communication strategy of a purely domestic or National company?

4. What is the influence of culture on organization structure and organizational communication?

5. a. What are high and low context cultures?

b. What are the common basic objectives of training in the multinational corporations?

6. From the point of view of Corporate culture, what are the implications, when two organization with different line of businesses merge?

7. a. What are the key issues in managing expatriates?

b. What is acculturation?

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