

MBIB 4003

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Fourth Semester

International Business

CROSS CULTURAL BUSINESS MANAGEMENT

(2012-2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define culture.
2. Explain the nature of cross cultural management.
3. Describe the elements of culture.
4. Discuss the cultural problems in international negotiations.
5. Explain the strategies followed for making an effective decision.
6. Illustrate joint ventures with suitable examples.

7. Describe the nature of global human resource management.
8. Explain the techniques that help in identifying an organization's culture.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the factors that influence organizational culture. How corporate culture can be achieved?
10. Discuss the characteristics of culture.
11. Explain the steps involved in the rational decision making process.
12. What are strategic alliances? Explain its benefits.
13. Discuss the merits of global strategic alliances. What are the points to be noted while planning for a successful strategic alliance?
14. Enumerate the factors that determine successful organizational change.
15. Explain the role of motivation in cross culture business management. What are the factors that influence motivation?
16. Discuss the international staffing policy in detail.

PART C — (1 × 20 = 20 marks)

17. Case study: Compulsory

Based in Cleveland, Ohio, Jim is has been managing a software development team in Pune for the past two years. He has been working closely with Aruna, the Indian team leader, to develop a new networking program. While Jim has over 25 years of experience in software development, Aruna knows the program inside and out.

While reviewing his work from the Previous week, Jim discovers that he made a mistake in the programming code. He notices that Aruna corrected her error, but wonders why Aruna did not bring it to his attention so that he could avoid delays and keep from making the same mistake in the future.

Questions :

- (a) Should Aruna have informed Jim of his mistake? Why or why not?
- (b) If Jim wants to be notified of his mistakes in the future, how should he proceed?