



PG – 601

I Semester M.Com.(IB)/MIB Examination, January 2017
(CBCS)
Paper 1.3 : MULTICULTURAL MANAGEMENT

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7x2=14)
- Define ascription culture.
 - What is Proxemics ?
 - What is parochialism ?
 - What is Kinesics and oculesic ?
 - What is Theory Z Manager ?
 - What is work centrality ?
 - What is motivation ?
 - Define the term masculinity and femininity.
 - What is charismatic leadership ?
 - What is chronemics ?

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (4x5=20)
- Define the common characteristics making up organisational culture.
 - What guideline should be kept in mind while building multi culture management team ?
 - How to make the effective cross cultural negotiation ?
 - Describe the concept of cultural diversity.
 - What are some potential problems that must be overcome when using multi cultural, diverse teams in today's organisation ?
 - Is effective leadership behaviour universal or does it varies from culture to culture ? Explain briefly.

P.T.O.



SECTION – C

Answer **any three** out of five. **Each** question carries **twelve** marks. (3x12=36)

8. While doing business with China, India and France what care should be taken in dealing and transaction ? Compare your answer between them.
 9. Describe the four predispositions MNC pursues towards their international operations. If local company decides to enter into European market, which orientation would be most effective ? Why ?
 10. Discuss the Hofstede's and Trompenaars's cultural dimensions. How do you apply in multinational environment ?
 11. Define the term multiculturalism. What are the types of multiculturalism ? How can be a multicultural team can be built effectively ?
 12. Describe the implication of motivation on job satisfaction, rewards, work centrality and work values.
-



PG – 774

I Semester M.I.B. Examination, January 2015
(Semester Scheme) (CBCS)
INTERNATIONAL BUSINESS
Paper 1.3 : Multicultural Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

1. Answer **any seven** questions out of **ten**. Each question carries **two** marks. **(7x2=14)**
- Define the term diffuse culture in international management.
 - What is Proxemics ?
 - What is small space analysis ?
 - What is Universalism and Particularism ?
 - What is parochialism ?
 - What is kinesics and oculesic ?
 - Define the term masculinity and femininity.
 - Define ascription culture.
 - What is Theory Z Manager ?
 - What is work centrality ?

SECTION – B

Answer **any four** questions out of **six**. Each question carries **five** marks. **(4x5=20)**

- Define the common characteristics making up organisational culture.
- Is effective leadership behaviour universal or does it varies from culture to culture ? Explain briefly.
- Describe the concept of cultural diversity.
- What guideline should be kept in mind while building multi culture management team ?
- Discuss briefly how to conduct the effective and successful cross cultural negotiation.
- Describe the concept and various categories of Group Multiculturalism.

P.T.O.



SECTION – C

Answer any three out of five. Each question carries twelve marks. (3x12=36)

8. What are the communication barriers affects in the international management ?
How should it be made effective ?
9. Compare and contrast the Hofstede's and Trompenaars's cultural dimensions.
10. Describe the implication of motivation on job satisfaction, rewards, work centrality and work values.
11. While doing business with China, India and France what care should be taken in dealing and transaction ? Compare your answer between them.
12. Describe the four predispositions MNC pursues towards their international operations. If local company decides to enter into China market, which orientation would be most effective ? Why ?

SECTION – B

Answer any four questions out of six. Each question carries five marks. (4x5=20)

1. Define the common characteristics making up organisational culture.
2. Is effective leadership behaviour universal or does it varies from culture to culture ? Explain briefly.
3. Describe the concept of cultural diversity.
4. What guideline should be kept in mind while building multi culture management team ?
5. Discuss briefly how to conduct the effective and successful cross cultural negotiation.
6. Describe the concept and various categories of Group Multiculturalism.



I Semester M.I.B. Examination, January 2016
(Semester Scheme)
Paper – 1.1 : MULTI-CULTURAL MANAGEMENT

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any ten** in not more than **4 lines each** : **(10x2=20)**
- a) What do you understand by culture ? Bring out its different levels.
 - b) What are culture clusters ?
 - c) What is culture-strategy fit ? Give examples.
 - d) What is diversity ?
 - e) What is masculinity ?
 - f) What is high power distance ?
 - g) What is ethnocentrism ?
 - h) What is high-context language ?
 - i) What is uncertainty avoidance ?
 - j) What is ascription ? Give examples of countries where ascription is predominant.
 - k) What is cafeteria approach in H.R. ?
 - l) What is haptics ?

SECTION – B

Answer **any three** questions **each** in **one page each**. **Each** question carries **5 marks** : **(3x5=15)**

- 2. How does culture offer competitive advantage ? Substantiate your answer with examples.
- 3. What are the benefits of multi-culture management ? What qualities should a multiculturalist possess ?

P.T.O.



4. Bring out the cultural nuances of doing business in Japan.
5. Discuss ways of managing culturally diverse teams.
6. Bring out the three cultural predispositions MNCs tend to have towards managing in a global context.

SECTION - C

Answer **any two** in about **three** pages **each** : (2×15=30)

7. Dovetail Hofstede's cultural dimensions with GLOBE project's framework. Bring out the similarities and dissimilarities.
8. Bring out the
 - a) motivational and
 - b) leadership challenges across cultures.
9. What is a multicultural organisation ? Bring out the need and ways of building such an organisation.
10. Critically examine Transparen's 7d model of multiculturalism.

SECTION - D

11. Read the following case carefully and answer the questions appended to it : (1×15=15)

Richard was a 30 year old American, sent by his Chicago-based company to set up a buying office in India. The new office's main mission was to source large quantities of consumer goods in India : cotton, piece goods, garments, accessories and shoes, as well as industrial products such as tent fabrics and cast iron components.

India's Ministry of Foreign Trade (MFT) had invited Richard's Company to open this buying office because they knew it would promote exports, bring a badly-needed foreign exchange and preside manufacturing know how to Indian factories.

Richard's was, in fact the first international sourcing office to be located anywhere in South Asia. The MFT wanted it to succeed so that other Western and Japanese Companies could be persuaded to establish similar procurement officer in India.



The expatriate manager decided to set up to office in New Delhi, as he know he would have to frequently meet senior government officials. Since the Indian Government closely regulated all trade and industry, Richard often found it necessary to help his suppliers obtain import licenses for the semi-manufactures and components required to produce the finished goods his company had ordered.

Richard found there government meetings frustrating. Even though he always phased to make firm appointments, the bureaucrats usually kept him waiting for half an hour or more. Not only that, his meetings would be continuously interrupted by phone calls and unannounced visitors as well as by clerks bringing in stacks of letters and documents to be signed. Because of all the waiting and the constant interruptions, it regularly took him half a day or more to accomplish something that could have been done back home in 20 minutes.

Three months into the assignment, Richard began to think about requesting a transfer to a more congenial part of the world, "Somewhere where things work". He just could not understand why the Indian officials were being so rude. Why did they keep him waiting ? Why did not the bureaucrats hold their incoming calls and sign those papers after the meeting, so as to avoid the constant interruptions ?

After all, the Govt. of India had actually invited his company to open this buying office. So did not he have the right to expect reasonably courteous treatment from the officials in the various ministries and agencies he had to deal with ?

Questions :

- 1) Why is Richard not able to jell with local conditions ?
- 2) If you were Richard, what would you do ?

SECTION - B

Write questions each in one page each. Each question carries (3x5=15)

What are the benefits of multi-culture management ? What qualities should a multiculturalist possess ?