PG (Even) Semester Examination, 2023

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: HR-3305

(Cross Cultural and Global Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. (a) Read the following case and answer the questions that follows :

Mr. Henry an international real estate developmer from USA had made a 2.30 pm appointment with Mr. Abdullah, a high ranking government official in Riyadh, Saudi Arabia. From the beginning things did not go will for Mr. Henry. First he was kept coaiting untill nearly 3:45 before he was ushred into Mr. Abdullah's office and when he finally did get in, several other men were also in the room. Even though Henry felt that he wanted to get down to business with Mr. Abdullah, he was reluctant to get too specific because he considered much of what they needed to discuss sensitive and private. To add to Henry's sense of frustation Mr. Abdullah seemed more interested in engaging in meaningless small talk rather than dealing with the substantive issues concerning their business.

Questions :

(i) Analyze the case from the perspective of cross-cultural dimensions.

(ii) How might you help Mr. Henry to deal with his frustation. 6+3=9

(b) What do you mean by Ethnocentrism? Highlight how ethnocentrism effects business process with suitable examples. 1+4=5

2. Discuss the essential features of cross cultutal research. Highlight the managerial implication of Hofstede's cultural dimensions. 7+7=14

Or

3. What is the need of cross-cultural studies in the field of Human Resource Management. Elucidate the Etic and Emic approaches of cross-cultural research. 4+10=14

4. Situation :

"In his first loan negotiation, an American banker, new to Japan, met with seven top Japanese bankers who were seeking a substantial amoung of money. After hearing their presentation, the American agreed on spot. The seven Japanese then conferred among themselves and told the American, they would get back to him in a couple of days as to whether they would accept his offer or not. American banker learned a lesson he never forgot."

What went wrong in the above situation? Discuss the major cultural variables that affect rational decision-making process. 4+10=14

5. Highlight the objectives of cross-cultural training. Discuss how need analysis is done for cross-cultural training. 5+9=14

Or

6. Elaborate with suitable example the various sources of manpower selection for global firms. 14

7. Discuss the major sources of ethical issues in International Business with examples. 14

Or

8. Write short notes on the following : 7x2=14

(i) Approaches to diversity in organisation

(ii) Guidelines for international performance appraisal

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