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GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, ODISHA, GUNUPUR (GIET UNIVERSITY)

B. B. A (Sixth Semester) Regular Examinations, April 2025

21BBAHR36004 – Cross Cultural Management



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Identify the difference between IHRM vs domestic HRM	CO1	K1
b. Write the key steps in negotiation.	CO1	K1
c. Outline the different roles of leaders in cross-cultural team handling.	CO2	K1
d. Analyse how culture influences cross-cultural communication.	CO2	K2
e. Outline two examples of an organization having workplace diversity.	CO3	K2
f. Analyse the difference between monochronic vs polychronic time	CO3	K2
g. Analyse the need for IHRM in cultural diversity	CO4	K2
h. Write the role of cognition in culture.	CO4	K1
i. Define the concept of the International business environment.	CO5	K1
j. State the factors affecting cross-cultural communication.	CO5	K1

PART – B

(8 x 5 = 40 Marks)

Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Culture is an integrated system. Analysis of this statement. (OR)	8	CO1	K3
b. Explain different types of IBE	8	CO2	K2
3.a. Discuss the culture of India (OR)	8	CO5	K2
b. Write the role of value orientation in negotiation.	8	CO4	K2
4.a. Analyse the challenging role faced by manager in Cross cultural management. (OR)	8	CO5	K3
b. Compare and contrast the Hofstede and Globe model.	8	CO1	K4
5.a. Cultural diversity improves the team creativity. Examine this (OR)	8	CO2	K4
b. Analyse the tips to be required for effective expatriate management? (OR)	8	CO5	K3
6.a. Analyse different factors that affects the cross cultural communication at workplace. (OR)	8	CO3	K3
b. Discuss the process of negotiation and decision-making in cross cultural workplace	8	CO4	K2

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