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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET University)**

B.B.A. (Sixth Semester - Regular) Examinations, April - 2026

23BBAPC36005 - 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. State the components of 5P'S model of HRM.	CO5	K1
b. Analyse the need of IHRM in culture diversity.	CO6	K4
c. Outline different role of leaders in cross cultural team handling.	CO4	K2
d. Write the role of value orientation in negotiation.	CO4	K2
e. Outline the 6 dimensions of culture proposed by Hofstede.	CO1	K1
f. Define the concept of International business environment.	CO2	K1
g. Write the components involved cross culture theory.	CO1	K1
h. Outline the significance of cross cultural communication at the workplace.	CO3	K2
i. Write the role of non-verbal communication in cross cultural communication	CO3	K2
j. Outline 2 example of an organization having workplace diversity.	CO2	K1

PART – B**(8 x 5 = 40 Marks)**

<u>Answer all the questions</u>	Marks	CO #	Blooms Level
2. a. Analyse the challenges faced by IHRM in this competitive world. (OR)	8	CO6	K4
b. Discuss the role of leader in cross culture team.	8	CO4	K2
3.a. Define cross cultural communication. How the cross cultural communications help you to communicate more effectively? (OR)	8	CO3	K3
b. Define international recruitment and explain the approaches available for recruiting employees for global operation.	8	CO6	K2
4.a. Analyse different factors that affect the cross cultural communication at workplace? (OR)	8	CO3	K4
b. Explain the culture of India.	8	CO6	K2
5.a. Compare and contrast in between the Matching model and Guest model. (OR)	8	CO5	K4
b. Analyse what are the factors affecting culture?	4	CO1	K4
c. Explain how you can manage Cultural diversity at the workplace? (OR)	4	CO2	K3
6.a. Explain the role of ethics in Cross cultural management (OR)	8	CO5	K2
b. Cultural diversity improves the team creativity, prove this.	8	CO2	K4

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