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Total number of printed pages – 2

MBA  
MBA 406C

**Fourth Semester Regular Examination – 2014**

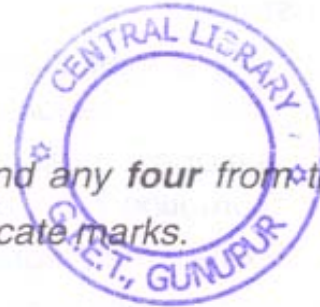
**CROSS CULTURAL AND GLOBAL HRM**

**BRANCH : MBA**

**QUESTION CODE : F 449**

**Full Marks – 70**

**Time : 3 Hours**



*Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.*

*The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2×10
  - (a) What are these factors multinational companies should consider while operating in the host country ?
  - (b) Name those factors which vary from one country to another while conducting and managing international operations.
  - (c) Define domestic company.
  - (d) What is the role of WTO in the globalized economy ?
  - (e) Define Geocentric Orientation.
  - (f) Define Cultural Sensitivity.
  - (g) Americans are monochronic, what do you mean by it ?
  - (h) What do you mean by cultural universals ?
  - (i) What is recency effect ?
  - (j) What is expatriate training ?

2. Case study :

Mrs. Smith joined Toyota as an Automobile Engineer in its USA operations. She is in her late 40s and supporting the education of her two children and the unemployed husband. In fact, her husband was retrenched consequent upon 2008 global economic crisis. The company plans to start its operations in California.

She could not get any kind of promotion in USA during her 20 years career. Her superior attributes her performance as the reason and she attributes the glass-ceiling as the reason for being not promoted.

P.T.O.

One day, her superior Mr. Jhonson called her and appraised her that the company is contemplating to start its operations in its California plant in three months time and she was promoted as Head of the Operation Department of the California plant with double her current remuneration as base salary along with a number of allowances like hardship allowance, educational allowance for children, exchange rate stability allowance, setting in allowance. Her total remuneration in California would be three times of her current remuneration. Further, the Company is contemplating to provide a suitable job to her husband in California plant. Mrs. Smith listened coolly and replied without any kind of emotions, that I can't accept this promotion.

**Questions :**

- 10
- (a) Do you think that the management's action of not promoting Mrs. Smith in USA's operation is the reason for declining the offer by Mrs. Smita ?
- (b) Is it due to political conditions in California Mrs. Smith did not accept the promotion ?
- (c) Explain the theoretical base related to this case.
3. Why do business firms of a country go to other counties ? Give your answer with suitable examples. 10
4. Why culture is so important on issue for international business ? 10
5. Discuss the weakness and strengths of Hotstede's Model. 10
6. Discuss the balance sheet approach to international Compensation Management. 10
7. Why should MNCs provide training to their employees even after employing relatively more competent people ? 10
8. Define the term "international industrial relation". Discuss briefly the strategies the MNCs use to counter the Trade Union influences. 10

