



Sanjay Ghodawat University, Kolhapur

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2018-19

EXM/P/09/01

Year and Program: 2018-19

School of Commerce and Management

Department of SY MBA

Course Code MMC IB 609

Course Title: Cross Cultural Management

Semester – III

Day and Date

End Semester Examination (ESE)

Time: Max Marks: 100

Saturday 15 Dec 19

10:00 AM to 12:00 PM

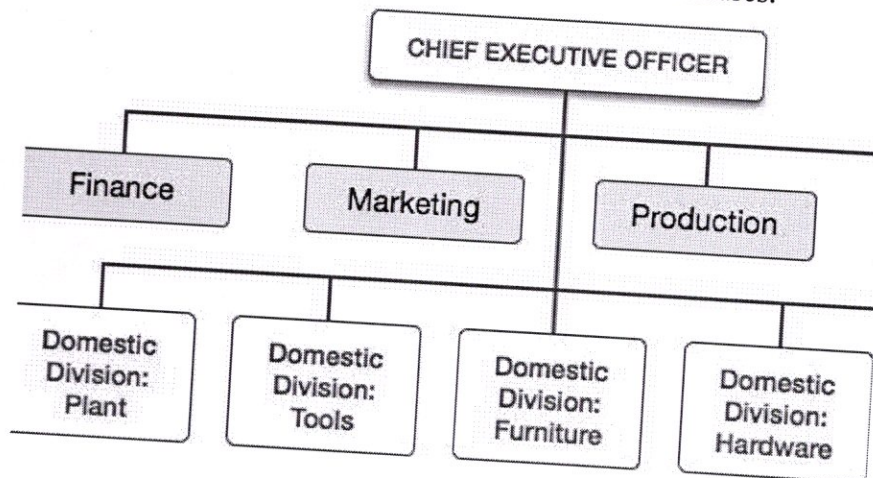
Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1

Solve any Two

	Marks	Bloom's Level	CO
a) Analyzing the culture of Thailand country what social responsibility lies while doing business in this country?	07	L ₄	CO1
OR			
a) Analyze how variation in Hofstede's cultural dimensions can affect the business operations in different cultures.	07	L ₄	CO1
b) On the basis of fig. shown, How you will construct an International division structure? Discuss its salient features.	08	L ₃	CO2



OR

	b) Construct a global product division organisation structure and explain its salient features.	08	L ₃	CO2
Q.2	Solve any Two			
	a) Discuss how a change in country's Labor contract law impact the performance appraisal of an International manager(s)?	07	L ₂	CO3
	OR			
	a) Explain how managers can cut costs and increase profits by better designing expatriate policy.	07	L ₂	CO3
	b) Describe the political risk assessment techniques (any 1) a country can undertake for international business operations.	08	L ₂	CO4
	OR			
	b) Discuss the political risk protection techniques (any 1) a country can undertake for international business operations.	08	L ₂	CO4
Q.3	Solve any Two :			
	a) Explain for any one country the ethical dilemma faced by firms in different cultures.	08	L ₂	CO1
	b) How innovation in transcultural context is significant for International companies?	08	L ₂	CO2
	c) Discuss how leadership affects the strategic policy of business operations of international companies in different cultures.	08	L ₂	CO3
	d) How identification of political risk significant in international Business?	08	L ₂	CO4
Q.4	Solve any Two			
	a) Discuss the Legal challenges impacting M&A in India are crucial for International Business operators.	09	L ₂	CO5
	b) Analyze which cultural factors of India as an Asian country influenced and made successful the Starbucks Coffee in India?	09	L ₅	CO5

	c)	Discuss the success of joint venture in India .What is required in the international business culture of India for making the joint ventures a success?	09	L ₂	CO5
Q.5		Solve any Two			
	a)	"M-pesa" through ICICI Bank and Vodafone India Failed! Analyse the factors of cultural impact that affected this service in India.	09	L ₅	CO6
	b)	Back on September 3, 2013, Microsoft announced a deal to acquire Finnish mobile phone company Nokia's handset and services business for \$7.2 billion, the <i>New York Times</i> reported. The agreement marked a belated but bold move by Microsoft to upgrade its presence in handheld devices and signals an end to Nokia's long struggle to enter the hyper-competitive (and extremely lucrative) smart phone market. What negotiating skills brought negotiators to an agreement in one of the tech industry's largest acquisitions? Elaborate	09	L ₅	CO6
	c)	Analyze the strategies for managing the business negotiations process.	09	L ₅	CO6
Q.6		Solve any Three			
	a)	Explain Licensing as a form of strategic alliance.	06	L ₂	CO5
	b)	What conditions make strategic alliance a failure?	06	L ₂	CO5
	c)	How can negotiations happen within business groups of different cultures?	06	L ₂	CO6
	d)	How do different negotiation styles affect the negotiation process?	06	L ₂	CO6
