

Reg.No:

SNS College of Technology, Coimbatore-35.  
(Autonomous)

Internal Assessment - I  
Academic Year 2022-2023 (Even)  
Fourth Semester

Department of Management Studies  
19BAE717– Cross Cultural Management

A

Time: 1 ½ Hours

Maximum Marks: 50

Answer all the questions

PART A		CO	Blooms	Marks
1.	Define Cross Culture.	CO1	R	2
2.	Outline any two Concepts of Cross Culture.	CO1	U	2
3.	Tell about the elements of Cross Culture.	CO1	R	2
4.	Recall the term Diversity in Organization.	CO2	R	2
5.	Write a note on Organization Culture.	CO2	U	2
PART B				
6.	a. Recommend few characteristics to become a successful Leader in Cross Cultural context.	CO1	E	13
	(or)			
	b. Compare Organisational Culture and Organisational Change.	CO1	An	13
7.	a. Explain the methods to ensure Cultural Diversity and reason for its Causes in current scenario.	CO2	U	13
	(or)			
	b. Explain the Impact of Cultural context on HRM practices.	CO2	U	13
8.	a. Identify the Impact of Culture in International Business Organization.	CO1	An	14
	Or			
	b. Classify the Factors which lead Diversity in Organization.	CO2	App	14

\*Abbreviations: CO: Course Outcome, R: Remember, U: Understand, APP: Apply,  
An: Analyze, E: Evaluate, C: Create

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Ms.A.Hanis Sultana  
Course Faculty

Ms.S.Swarnam  
Teaching Coordinator

Dr.P.Krishnaveni  
HOD / MBA



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B

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Answer all the questions				
PART A		CO	Blooms	Marks
1.	Define International Business Organization.	CO1	R	2
2.	Outline concept Organizational Change.	CO1	U	2
3.	Tell about Dimensions of Cross Culture.	CO1	R	2
4.	Recall the term Paradox of Diversity.	CO2	R	2
5.	Write a note on Cultural Diversity.	CO2	U	2
PART B				
6.	a. Identify the Characteristics and Theories of Culture in Detail.	CO1	App	13
	(or)			
	b. Explain the Sources of Miscommunication in Cross Culture context.	CO1	U	13
7.	a. Discuss the reasons and causes for Cultural Diversity in Organization.	CO2	C	13
	(or)			
	b. Identify the measures to Overcome and Managing of Cultural Diversity in a Organization.	CO2	App	13
8.	a.	CO2	An	14
	Or			
	b. Identify the Qualities needed to become a Great Cross Cultural Leader in Global Perspective..	CO1	App	14

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