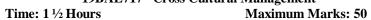
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Reg.No:				



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

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

Department of Management Studies 19BAE717- Cross Cultural Management





		Answer all the questions			
		PART A	CO	Blooms	Marks
1.	Def	ine Employee Motivation.	CO2	R	2
2.	Out	line the concept of Cultural difference.	CO2	U	2
3.	Tell	about Cross Cultural Analysis.	CO3	R	2
4.	Rec basi	all any two issues faced by Organization on Cultural is.	CO3	R	2
5.	Con	npare HRM and Cross Culture.	CO3	U	2
		PART B			
6.	a.	Recommend the advice regarding business etiquette, verbal and non-verbal communication would you give to an American going to Japan to conduct business.	CO2	Е	13
		(or)			
	b.	Compare and contrast the perceptions and attitudes of people belonging to any two countries (one European and the other Asian) of your choice.	CO2	U	13
7.	a.	Explain in detail Cross cultural issues in an Organization.	CO3	U	13
		(or)			
	b.	Summarize any two Cross Cultural theories in detail.	CO3	U	13
8.	a.	Examine the strategies adopted by the Indian multinationals in the recent past for promoting their foreign ventures.	CO2	An	14
		(or)			
	b.	Develop a process for establishing a Foreign subsidiary in India.	CO3	App	14

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



Reg.No:				

SNS College of Technology, Coimbatore-35. (Autonomous) Internal Assessment - II Academic Year 2022-2023 (Even) Fourth Semester



Department of Management Studies 19BAE717- Cross Cultural Management

Time: 1½ Hours Maximum Marks: 50

		Answer all the questions			
		CO	Blooms	Marks	
1.	Def	ine Team Building.	CO2	R	2
2.	List	out the barriers of Cross Cultural communication.	CO2	R	2
3.		all any two issues faced by Organization on tural basis.	CO3	R	2
4.	Spe	ll out the causes of Diversity in Organization.	CO3	R	2
5.	Wri	te a note on Cross Cultural Variables.	CO3	U	2
		PART B			
6.	a.	Recommend the ways to understand the diversity among disabled community.	CO2	Е	13
		(or)			
	b.	Explain in detail Intra company Cultural differences among employees.	CO2	U	13
7. a.		Compare Cross Cultural Team work and Cross Cultural Team Building.	CO3	U	13
		(or)			
	b.	Extend a note on Cross Cultural issues in an Organization.	CO3	U	13
8.	a.	Examine the strategies adopted by the Indian multinationals in the recent past for promoting their foreign ventures.	CO2	An	14
		(or)			
	b.	Develop a process for establishing a Foreign subsidiary in India.	CO3	App	14

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

Ms.A.Hanis Sultana Course Faculty Ms.S.Swarnam **Teaching Coordinator**

Dr.P.Krishnaveni HOD / MBA