

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

A

Time: 1 ½ Hours

Maximum Marks: 50

Answer all the questions

PART A		CO	Blooms	Marks
1.	Define Employee Motivation.	CO2	R	2
2.	Outline the concept of Cultural difference.	CO2	U	2
3.	Tell about Cross Cultural Analysis.	CO3	R	2
4.	Recall any two issues faced by Organization on Cultural basis.	CO3	R	2
5.	Compare 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	E	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

Ms.A.Hanis Sultana
Course Faculty

Ms.S.Swarnam
Teaching Coordinator

Dr.P.Krishnaveni
HOD / MBA



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B

Answer all the questions					
PART A			CO	Blooms	Marks
1.	Define Team Building.	CO2	R	2	
2.	List out the barriers of Cross Cultural communication.	CO2	R	2	
3.	Recall any two issues faced by Organization on Cultural basis.	CO3	R	2	
4.	Spell out the causes of Diversity in Organization.	CO3	R	2	
5.	Write a note on Cross Cultural Variables.	CO3	U	2	
PART B					
6.	a. Recommend the ways to understand the diversity among disabled community.	CO2	E	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	

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