

Code No: MB191A/R19

MBA I Semester Regular/Supplementary Examinations, 2022

CROSS CULTURAL MANAGEMENT

Time: 3 Hours

Max. Marks: 75

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Answer any **Five** Questions, one from Each Unit  
**Question No.11 is Compulsory**

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**UNIT-I**

1. a What are the factors that define organisation culture? 6M  
b What are the dimensions of organisational culture? Discuss. 6M

**OR**

2. a Explain the concept of culture background of business. 6M  
b What is the framework of cultural background of stake holders? Explain. 6M

**UNIT-II**

3. a Explain the role of culture in global business scenario. 6M  
b What is the process of communication across culture? Discuss. 6M

**OR**

4. a Briefly explain the role of communication in avoiding cultural Business. 6M  
b What is winning team? What are the strategies of winning team? 6M

**UNIT-III**

5. a Explain the process of negotiation and decision making. 6M  
b What are steps involved in formulations strategy and implementation it? Explain. 6M

**OR**

6. a Differentiate between the culture of India and Europe. 6M  
b What are the Skills required for negotiation process. 6M

**UNIT-IV**

7. a What is global human resource management? 6M  
b Who is an expatriate? Discuss the Process of explanation. 6M

**OR**

8. a What is a high-performance team? Discuss. 6M  
b List the values necessary to build high performance team. 6M

**UNIT-V**

9. a What is corporate culture? Explain. 6M  
b How to ensure the need for meaning ongoing improvement? 6M

**OR**

10. a What is cultural change? Discuss. 6M  
b What are the steps involved in successful implementation of culture change? Explain. 6M

11.

**CASE STUDY**

15M

Building effective linkage among key actors in Agricultural Knowledge and Information System (AKIS) has been an issue in agriculture and rural development. In Ethiopia in general and in the study area in particular, emphasizing on providing linkage forums, different linkage councils were organized since 1986 for better innovation and extension service. These councils work to link actors in AKIS and to collaboratively solve agricultural problems in their respective areas. However, weak linkage still persists. Recognizing this fact, this study was set out to identify the factors hindering effective linkage between the actors involved in one of these councils found in East Shoa zone, Ethiopia. According to the findings policy, organisational and technical factors operationalized for this study contributed for the weak linkage. It revealed limited number of linkage mechanisms and poor level of involvement of important actors as the major factors hindering the linkage. Furthermore, important actors such as NGOs are not yet fully considered as important actors and their roles in rural innovation are not yet fully acknowledged. Albeit, the linkage council was mentioned to be effective in facilitating though limited in its influence, linkage mechanisms for the actors to share information.

- i. identify the factors hindering effective linkage between the actors involved in AKIS councils?

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