

INDIAN MARITIME UNIVERSITY
(A Central University, Govt.of India)

May/June 2015 End Semester Examinations

**SEMESTER – III, M.B.A (INTERNATIONAL TRANSPORTATION AND LOGISTICS /
PORT AND SHIPPING MANAGEMENT)**

CULTURAL DIVERSITY AND BUSINESS (T 1306)

Date:17.06.2015

Time:-3 Hrs

Max.Marks :60

Pass Marks:30

SECTION – A

(12x 1=12 Marks)

Answer ALL the questions. All question carry equal Marks

1. An expressive person is usually
 - a) Affective
 - b) Neutral
 - c) Avoids uncertainty
 - d) monochromic

2. When a person thinks that what is good for him/her is good for the other is referred to as _____criteria
 - a) Self efficacy
 - b) Self appreciation
 - c) Self reference
 - d) Self esteem

3. _____ is when one views one's own culture is better than other cultures
 - a) Ethnocentric
 - b) Geocentric
 - c) Regiocentric
 - d) Polycentric

4. Cross cultural comparison known as _____ compares contemporary cultures.
 - a) Anthropology
 - b) Ethnology
 - c) Haptics
 - d) Parochialism

5. A person's view of reality is called
 - a) Perception
 - b) Belief
 - c) Values
 - d) Morals

6. _____ is the study of communication through body movement and facial expressions
- a) Proxemics
 - b) Chronemics
 - c) Kinesics
 - d) Chromatics
7. The use of work centered leadership behavior coupled with a protective employee-centered concern is referred to as _____ leadership style.
- a) Autocratic
 - b) Democratic
 - c) Participative
 - d) Paternalistic
8. The transmission of information from superior to subordinate
- a) Upward
 - b) Downward
 - c) Horizontal
 - d) Spiral
9. The way in which time is used in a culture is called _____
- a) Chronemics
 - b) Oculiscis
 - c) Monochronic
 - d) Polychronic
10. Japan reward systems are based usually on _____.
- a) Seniority
 - b) Loyalty
 - c) Performance
 - d) Tenure
11. Which is not a dimension in Hofstede's cultural dimension?
- a) Masculinity
 - b) Uncertainty Avoidance
 - c) Linear term orientation
 - d) Power distance
12. In different cultures, color represents.
- a) Different things
 - b) Arbitrary things
 - c) Same things
 - d) Indifferent things

SECTION – B

(5x4=20 Marks)

Answer ANY five of the following questions. Each answer should not exceed 200 words.

13. Explain any four aspects about the nature of culture with examples
14. How does culture influence organizational behavior?
15. Write short note on Ethnography and Ethnology? What is cultural anthropology?
16. Peter from England was appreciated for becoming a CEO in a multi national company whereas Krishnan from India became a CEO of his firm because his father had founded the company. Explain the cultural difference
17. A number of steps can be taken to improve communication effectiveness in the international arena . How can it be done?
18. Organizational behavior is largely influenced by culture. Explain
19. If a company new to the international arena was negotiating an agreement with a potential partner in an overseas country, what basic steps should it be prepared to implement? Identify and describe them.

SECTION – C

(4x 7=28 Marks)

***Question No. 20 is compulsory. Answer ANY THREE of the remaining questions
Each answer should not exceed 500 words.***

Getting In on the Ground Floor

20. You Be the International Management Consultant. The EU currently is developing a strategy that will help member countries beat back the threat of U.S. and Asian competition and develop a strong technological base for new product development. European multinational firms currently are strong in a number of different areas. For example, Germany's Hoechst and BASF and Switzerland's Sandoz and Hoffman-LaRoche are major companies in chemicals and pharmaceuticals. Philips of the Netherlands invented compact discs and is dominant in the television market. Many strong European-based MNCs could provide a solid base for the EU to defend itself from outside economic invasion. Ruehter Laboratories, a high-tech R&D firm located in New Jersey, holds a number of important pharmaceutical patents and would like to expand its operation worldwide. The company is considering buying a small but highly profitable Dutch insulin-maker. "This acquisition will help us enter the European market by getting in on the ground floor," noted the president. Although the Dutch firm is quite small, it has strong R&D prowess and likely will play a major role in biotechnology research during the years ahead.

Ruehter has talked to the Dutch firm, and the two have arrived at a mutually acceptable selling price. While waiting for the lawyers to work out the final arrangements, Ruehter intends to reorganize its overall operations so that the home-office management can work more closely with its new Dutch subsidiary. There are two areas that Ruehter intends to address in its reorganization efforts: (1) how the subsidiary will be structurally integrated into the current organization; and (2) whether there can be any joint R&D efforts between the two groups.

Questions

1. What type of organization design would you recommend that Ruehter use?
2. If there were joint R&D efforts, would this be a problem?
21. Which type of leader would you like to be led by and why?
22. Explain any two content based motivational theories
23. Explain Hofstede's cultural dimensions
24. Barriers in communication can cause failure to achieve one's objective especially when interacting with people of other cultures. What are the factors that has to be kept in mind when communicating across borders?
25. What are "best practices" for selecting employees for overseas assignments?
