

INDIAN MARITIME UNIVERSITY
(A CENTRAL UNIVERSITY, GOVERNMENT OF INDIA)
**M.B.A. (INTERNATIONAL TRANSPORTATION AND LOGISTICS MANAGEMENT/
PORT AND SHIPPING MANAGEMENT)**
DEC '14/ JAN'15 END SEMESTER EXAMINATIONS
III SEMESTER

CULTURAL DIVERSITY AND BUSINESS (T 1306)

Time: 3 Hrs:

MAX MARKS : 60

Date: 05.01.2015

Pass Marks : 30

Section -A

(12 x 1= 12 Marks)

1. 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

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

3. _____ leaders are visionary agents with a sense of mission who are capable of motivating their followers to accept new ways of doing things.
 - a. Transformational
 - b. Transactional
 - c. Charismatic
 - d. Autocratic

4. Cross Cultural comparison known as _____ compares contemporary cultures
 - a. Anathropology
 - b. Ethnology
 - c. Haptics
 - d. Parochialism

5. _____ is the study of communication through body movement and facial expressions
- Proxemics
 - Chronemics
 - Kinesics
 - Chromatics
6. The way in which time is used in a culture is called _____
- Chronemics
 - Oculescis
 - Monochronic
 - Polychronic
7. _____ is defined as “the degree of general importance that working has in the life of an individual at any given point in time”
- Quality of work life
 - Work life balance
 - Work centrality
 - Work attitude
8. The use of work centered leadership behaviour coupled with a protective employee – centered concern is referred to as _____ leadership style.
- Autocratic
 - Democratic
 - Participative
 - Paternalistic
9. Japan reward systems are based usually on _____
- Seniority
 - Loyalty
 - Performance
 - Tenure
10. Pointing your toes at someone in Thailand is
- A symbol of respect, much like the Japanese bow
 - Considered rude even if it is done by accident
 - An invitation to dance
 - The standard public greeting
11. _____ a manager believes that people are basically lazy and that coercion and threats of punishment often are necessary to get them to work.
12. Cultural Noise is one of the cultural _____ hat undermine the communication of intended meaning.

SECTION – B

(5 x 4 = 20 marks)

Answer any five questions out of seven

- 1/ Explain any four aspects about the nature of culture with examples.
- 2/ How does culture influence organizational behavior?
3. If a company is negotiating an agreement with a potential partner in an overseas country, what basic negotiating cross cultural *styles-let in real mind.*
4. What is cultural anthropology?
- 5/ Elaborate on the difference between achievement vs ascription
- 6/ A number of steps can be taken to improve communication effectiveness in the International arena. How can it be done?
- 7/ Is there a need for greater awareness of cultural environment? Give reasons for your answer.

SECTION – C

(4 X 7 = 28 Marks)

First question of the section is compulsory. 1 x 7 = 7

Answer 3 out of 5. 3 x 7 = 21

8. What are the characteristics of transformational leaders?
Or Explain contingent leadership style in the globalized world?
9. What are the motivational theories applicable are in cross cultural situations?
- 10/ Explain Hofstede's cultural dimensions
- 11/ Elaborate on the cultural barriers in communication
12. Describe how perception of work, family and leisure differ from country to country.
13. After completing an M B A in international business and working for a Boston bank for several years, Don Bynum was assigned for several weeks as a troubleshooter in the Rome Office. To facilitate his adjustment to the Italian banking system and to assist with translation, the branch manager had assigned Don to work with Maria Fellini, a bilingual

employee of the bank. Maria, like Don, was single and in her early thirties, and she lived wither widowed mother. In response to a comment Don had made about the joys of Italian cuisine, Maria invited Don to her mother's home for dinner. The dinner went well, the Don felt fortunate to have had a chance to be entertained in an Italian home. Several days later, Don felt somewhat embarrassed because he had forgotten to bring Maria's mother a gift the evening he had gone to dinner. Several days before returning to the United States, he made a special trip back to Maria's house to deliver personally a large bouquet of chrysanthemums to Maria's mother as a token of this appreciation for her hospitality. Maria answered the door, greeted Don, and took the flowers into the kitchen. But, when she took Don into the living room to say goodbye to her mother, no mention was made of the flowers, Don felt that perhaps he had done something inappropriate.

- What went wrong?
