

INDIAN MARITIME UNIVERSITY
(A CENTRAL UNIVERSITY, GOVT. OF INDIA)

SEMESTER- III, SCHOOL OF MARITIME MANAGEMENT- JUNE 2014 EXAMS

CULTURAL DIVERSITY AND BUSINESS (T 1306)

(AY 2009-10 to 2012-13 batches only)

Time:- 3 Hrs
Date: 01.07.2014

Max Marks : 75

SECTION - A

(10 X1 = 10 Marks)

Answer all the Questions. All Questions carry equal marks

1. Which of this is not a dimension in Hofstede's cultural dimension?
a) Masculinity b) Uncertainty avoidance c) Linear term orientation d) Power distance
2. Culture is entrenched in
a) Expression b) Gestures c) Mind d) Belief
3. In Monochronic culture as against polychronic culture, importance is given to
a) Relationship b) Job c) Goal achievement d) Multiple task
4. Grooming is a non-verbal communication that is
a) Subconscious b) Conscious c) Arbitrary d) Hierarchical
5. Paralanguage is a kind of action language that relates to:
a) Actual words b) Personal space c) Tone of speech and speed d) Body language
6. In different cultures, colour represents
a) Different things b) Arbitrary things c) Same things d) Indifferent things
7. In many parts of the world, keeping the eyes lowered and keeping eye contact is a sign of
a) Respect b) Evasiveness c) Dishonesty d) Fear
8. In any organization, set of norms of behaviour and attitude is
a) Self-evolved b) Dictated by BoD c) Nationally laid d) Given in the charter
9. Transmission of culture from one generation to another is known as
a) Acculturation b) Enculturation c) Cultural sharing d) Cultural learning
10. The stage of culture shock during which you come to enjoy the new experiences and culture
a) Adjustment b) Adaptation c) Honeymoon d) Anxiety

SECTION - B

(5 X5 = 25 Marks)

Answer any FIVE questions not exceeding 200 words. All questions carry equal marks

11. What are cultural stereotypes? Explain with examples.
12. How does assuming that all other people are like us create barriers to communication?
13. Name a country of your choice and elicit the dos and donts of doing business in that country.

14. In large multinational organizations "accepting" different cultural traits play a major role in harmonizing business environments globally. Discuss
15. Explain the various advantages of cultural diversity in organisations.
16. Culture is absolute and not relative. Is it true? Defend or refute your answer with a suitable example.
17. Explain the characteristics of culture.

SECTION - C

(4 X10 = 40 Marks)

Answer question no.18 (compulsory) and Answer any THREE questions of remaining five questions. All questions carry equal marks. Answer should not exceeding 500 words.

18. Impact on culture on HRM practices in global MNCs.
19. Take the example of an individualistic culture like US. Explain how people from individualist culture behave.
20. Explain the step in negotiation process. What are the qualities of good negotiator?
21. Summaries the various cultural dimensions of Trompenaars.
22. Write a note on Indian culture based on Hofstede's dimensions (four main dimensions).
23. John Haul was attending a trade fair and looking for an opportunity to do business in China. He had been quite successful in US and prided himself on his ability "to get things moving". Finally he approached Mr. Quan's company which he thought would be most responsive to his products. Since he had read that Chinese find getting down to business immediately too abrupt and rude, he began a casual conversation, eventually leading up to the topic of his products and suggesting how Mr. Quan's company might benefit from using them. John then suggested that he could arrange to get together with Mr. Quan and provide more specifics and documentation on his products.

Mr. Quan responded in fairly good English, "That would be interesting". Knowing that he had only a few days left in Beijing, John wanted to nail down a time. "When can we meet?"

"Ah. This week is very busy," replied Mr. Quan

"It sure is," said John, "How about 10 o'clock? Meet you here."

"Tomorrow at 10 o'clock?" asked Mr. Quan thoughtfully.

"Right," said John "I'll see you then?"

"Hmm, yes; why don't you come by tomorrow," was the reply.

"OK," responded John, "It was nice meeting you."

The next day at 10 o'clock he approached Mr. Quan's company's exhibit only to find that Mr. Quan had some important business and was not able to meet with John. He called back later in the day and was told that Mr. Li was not available.

Explain the difference in communication pattern.
