

MAY 2014

**P/ID 77580/
PMBX4/PMSI4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is organisational culture? Explain briefly.
2. Briefly explain the significance culture in the business context.
3. Explain the role of culture in global business scenario.
4. What do you mean by high performance winning teams?
5. What is the process of negotiation?
6. Briefly explain aligning strategy.
7. What is the need for staffing?
8. How do strategy helps in cultural change?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the strategies for managing cross cultural issues.
10. What are Geert Hofstede cultural dimensions?
11. How do you manage diversity in workplace?
12. What are the steps involved in global negotiation?
13. What are the challenges of a global leader?
14. How to deal with cross cultural problems in international business.
15. Discuss the need for developing values for building high performance personnel.
16. Explain the implementation of culture change phase.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss monochronic and polychronic cultures and their implications on the global management scenario.