

MAY 2015

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

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Briefly explain the good culture of a manager.
2. Explain the concept of culture on business context.
3. Briefly explain the influence of culture on global management.
4. Briefly explain the features of sub-culture across cultures.
5. Explain the objectives of cross culture.
6. Briefly explain the decision making process of cross culture.
7. How a global management cadre is being developed? Explain.
8. How is the organizational culture designed? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the dimensions of organizational culture.
10. Discuss the role of good culture of shareholders of an organization for its success.
11. What are the elements of communication across cultures? Explain.
12. Highlight the communication strategy for an Indian MNC.
13. List down and explain the strategies involved in international business operations.
14. What are the steps involved in strategy implementation? Explain.
15. Discuss the problems and challenges of global human resources management.
16. What are the different strategies adopted towards cultural change building? Explain.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. “High performance winning individuals as well as teams are born and not created” – Discuss.

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