



Name:  
Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, MAY, 2021 (ONLINE MODE)**

**Course: MBA**  
**Program: International Business**  
**Course Code: INTB 8001**

**Semester: III**  
**Time : 3 Hours**  
**Max. Marks: 100**

**Instructions:** Attempt All Questions. **Section A** (each carrying 5 marks); **Section B** (each carrying 10 marks). **Section C** (carrying 20 marks)

**SECTION A**

S. No.	True or False	Marks	CO
Q1	In Japan, you should open gifts you receive in front of the giver	5	1
Q2	In US, you can start your business speech with a funny story	5	1
Q3	Sweden has a culture of equality with respect for values like humility	5	1
Q4	Collectivism pertains to societies where the identity of the individual is based on the identity of the group person belongs to.	5	1
Q5	In neutral cultures expressing emotions is not appreciated, while in affective cultures emotions can be expressed.	5	1
Q6	In coconut cultures such Russia and Germany, people are initially more closed off from those they don't have friendships with.	5	1

**SECTION B**

S. No.		Marks	CO
Q1	Explain the attributes global managers must pay attention while working in international business environment.	10	2
Q2	“India, with a rather intermediate score of 48, is a society with both collectivistic and Individualist traits”. Comment with suitable explanations.	10	2
Q3	What do you understand by Hofstede’s Power distance Index? How do you see India performing in this dimension?	10	3
Q4	What is cultural convergence? What are the forces that are helping cultures to converge?	10	3
Q5	Explain the difference between masculine and feminine culture with examples.	10	4

**SECTION C**

S. No.		Marks	CO
Q1	<p>“The COVID-19 pandemic has led to a seismic shift in; how we live, work or operate our day-to-day lives. The national lockdown forced many companies to shift towards working from home, and its efficacy has accelerated the concept of remote working. As the saying goes, “No matter what comes your way, the earth continues to spin on its axis.” Likewise, businesses have managed to work with a remote workforce and survived through these turbulent times. So, as remote working picks up pace, organizational leaders must strategize ways in which they can boost employee morale, maintain a healthy working culture, improve processes, and empower employees in the right ways”</p> <p>Elaborate on the importance of cross culture awareness in maintain healthy corporate environment.</p>	20	4