



	<p>a) One who belongs to the country of origin of the firm</p> <p>b) One who belongs to the country where the subsidiary is located</p> <p>c) Ones who belong to the third country different from the country of origin of the firm or the host country</p> <p>d) None of the above</p>		
Q 1.8	In international business, firms typically adopt different approaches to staffing. At an early stage of an organization's international life cycle, when the managers in the subsidiary country belong to the parent country of the organization - This approach is typically known as	2	CO1
Q 1.9	The most culture- neutral approach to staffing in International business is- <p>a) Polycentric approach</p> <p>b) Geocentric approach</p> <p>c) Regiocentric approach</p> <p>d) Ethnocentric approach</p>	2	CO1
Q 1.10	Which dimension in Hofstede's model reflects the degree to which individuals in a society are integrated into groups? <p>a) Power Distance</p> <p>b) Masculinity vs. Femininity</p> <p>c) Uncertainty Avoidance</p> <p>d) Individualism vs. Collectivism</p>	2	CO1

**SECTION B**  
**4Qx5M= 20 Marks**

Q 2.1	Differentiate between expatriate and repatriate.	5	CO2
Q 2.2	What is Egalitarianism? Which country belongs to Egalitarianism society.	5	CO2
Q 2.3	Explain the concept of Specific vs. Diffuse dimension in Trompenaars' model in cultural dimensions.	5	CO2
Q 2.4	How can an individual's use of personal space vary across cultures, and what does it reflect?	5	CO2

**SECTION-C**  
**3Qx10M=30 Marks**

Q 3.1	Differentiate between Individualism and Communitarianism according to Trompenaars. Give the example of countries following Individualism and Communitarianism principles.	10	CO3
Q 3.2	How does the Kluckhohn model help in understanding the impact of cultural orientations on individual behavior in diverse settings?	10	CO3
Q 3.3	What are the factors influencing the approach a firm takes to IHRM? How is IHRM different from domestic HRM?	10	CO3

**SECTION-D**  
**2Qx15M= 30 Marks**

<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
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<p>Q 4.1</p>	<p>Company: XYZ Apparel  XYZ Apparel, an international fashion brand, plans to expand its market into three culturally distinct regions: India, the United States, and Japan. The company specializes in contemporary casual wear targeted at young adults. As they venture into these markets, they encounter varying cultural norms, preferences, and consumer behaviors.</p> <p>India:  In India, XYZ Apparel faces a culture rich in traditions, vibrant colors, and diverse religious beliefs. Personal relationships and family values significantly influence consumer decisions. XYZ's challenge is to understand these cultural aspects and integrate them into their marketing strategies while respecting traditional values and ensuring a balance between modern trends and cultural sensitivity.</p> <p>United States:  In the United States, individualism, self-expression, and diversity characterize the culture. Consumers here value personal freedom and a sense of uniqueness. XYZ needs to create marketing campaigns that emphasize self-expression, individuality, and the idea of 'fitting in' by standing out in this competitive market.</p> <p>Japan:  Japanese culture places importance on harmony, respect, and attention to detail. XYZ Apparel's challenge is to tailor its marketing to align with Japanese aesthetics, focusing on quality, subtlety, and precision in product design and messaging, maintaining sensitivity to Japanese cultural norms.</p> <p><b>Que A- Explain the cultural factors XYZ Apparel needs to consider while entering the Indian market.</b>  <b>Que B - Discuss the challenges XYZ Apparel might face in aligning with the cultural nuances of India.</b></p>	<p>15</p>	<p>CO4</p>
<p>Que 4.2</p>	<p><i>McDonald's, a global fast-food chain, has established a strong brand presence in diverse cultural settings worldwide. The company adapts its menus and marketing strategies to resonate with local tastes while maintaining its core brand identity.</i></p> <p><b>Que- Analyze the challenges McDonald's might face while adapting to new cultural markets.</b></p>	<p>15</p>	<p>CO4</p>