


<b>Name:</b>	 <b>UPES</b> <small>UNIVERSITY OF TOMORROW</small>
<b>Enrolment No:</b>	

**UPES**  
**End Semester Examination, December 2024**

<b>Course: Cross Cultural Management</b>	<b>Semester: III</b>
<b>Program: MBA IB</b>	<b>Time: 03 hrs.</b>
<b>Course Code: INTB8001P</b>	<b>Max. Marks: 100</b>

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Mark the right option for all the below statements.		<b>CO1</b>
(a)	USA has high levels of indulgence. (i) True (ii) False	<b>2</b>	
(b)	The difference between the country of origin of the manager and the country of posting is known as ..... (i) Cultural shock (ii) Cultural intelligence (iii) Cultural distance (iv) Cultural diversity	<b>2</b>	
(c)	Cultural, economic and market integration worldwide is known as: (i) Glocalization (ii) Globalization (iii) Diversity (iv) Westernization	<b>2</b>	
(d)	Japanese often expresses through gestures. (i) True (ii) False	<b>2</b>	
(e)	Oculesics is the study dealing with eye contact, eye movement, and blinking. (i) True (ii) False	<b>2</b>	
(f)	Mark the high-context culture among the following. (i) Mexico (ii) USA (iii) Canada (iv) Germany	<b>2</b>	
(g)	..... is the study of movement. (i) Kinesics (ii) Proxemics (iii) Oculesics (iv) Gestures	<b>2</b>	

(h)	Play mates can ask for expensive gifts from the winner in Japan but not in India. (i) True (ii) False	2	
(i)	Synchronous and Sequential are the dimensions of ..... Model. (i) Hofstede (ii) Trompenaars (iii) Edward (iv) All of the above	2	
(j)	The way in which you pronounce words or produce sounds is called as: (i) Pitch (ii) Articulation (iii) Accent (iv) Inflection	2	

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

Q 2	Write short notes on the following terms.		<b>CO2</b>
(a)	Power distance	4	
(b)	Cultural diversity	4	
(c)	Cross-cultural management	4	
(d)	Non-verbal communication	4	

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

Q 3	Attempt the following questions. The first question has choice.		<b>CO3</b>
(a)	Critically analyze the main difference between high and low context cultures by taking the examples of any two countries.  OR  How does the Florence Kluckhohn model represent the cultural differences across different countries?	10	
(b)	Why should global companies need to pursue the international human resource management (IHRM) functions very carefully.	10	
(c)	Explain the cross-cultural challenges that may face by a global company while promoting its brands in other foreign markets.	10	

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

Q 4	Attempt the following questions. The second has choice.		<b>CO4</b>
(a)	Global beverage brand ZestFizz planned to launch its sparkling water in Japanese market. It focused on minimalism and health benefits, aligning with local preferences for simplicity and wellness. The campaign featured	15	

	<p>clean packaging designs, collaborations with wellness bloggers, and advertisements emphasizing balance and natural ingredients.</p> <p>By focusing the cultural factors, suggest and analyze the additional strategies that ZestFizz may use to deepen its connection with Japanese market.</p>																
(b)	<p>Coca-Cola and McDonald's are two successful global brands. Coca-Cola sells its classic Coca-Cola all over the world without any variations. In contrast McDonald's brought different burgers in different countries like, Hamburger in US, Maharaja burger in India, Teriyaki burger in Japan, etc. Critically evaluate the role of cross-cultural marketing based on examples given in the above case. Derive the advantages of product adaptation over product standardization in the case of McDonalds with respect to cultural aspects.</p> <p>OR</p> <p>Based on the given Hofstede cultural dimensions of Malaysia, interpret its culture and its impact on global business.</p> <table border="1" data-bbox="258 926 1138 1222"> <thead> <tr> <th>Hofstede's Dimensions</th> <th>Power distance</th> <th>Individualism</th> <th>Motivation towards achievement and success</th> <th>Uncertainty avoidance</th> <th>Long term orientation</th> <th>Indulgence</th> </tr> </thead> <tbody> <tr> <td>Ranking</td> <td>100</td> <td>27</td> <td>50</td> <td>36</td> <td>47</td> <td>57</td> </tr> </tbody> </table>	Hofstede's Dimensions	Power distance	Individualism	Motivation towards achievement and success	Uncertainty avoidance	Long term orientation	Indulgence	Ranking	100	27	50	36	47	57	<b>15</b>	
Hofstede's Dimensions	Power distance	Individualism	Motivation towards achievement and success	Uncertainty avoidance	Long term orientation	Indulgence											
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