



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec, 2020 (ONLINE MODE)

Course: MBA

Program: Open Elective

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	Elaborate on Professional culture, Corporate culture and Functional culture. Cite examples to illustrate your answer.	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 concept of Universalism and Particularism as identified by Trompenaars.	10	4
SECTION C			
S. No.		Marks	CO
Q1	<p>“Managing cross-cultural teams poses challenges for managers. When not managed properly, team dynamics can lead to a recipe for disaster. A good way of understanding is to ask yourself whether the new culture is a “peach” or a “coconut”. This is a difference explained by culture experts Fons Trompenaars and Charles Hampden-Turner.”</p> <p>Elaborate on the concept of “Peach” and “Coconut” cultures. Also explain the importance of knowing the cultural aspect in establishing business overseas</p>	20	4