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Register Number:

Date:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA/BBASF – VI SEMESTER**

SEMESTER EXAMINATION: April 2024

(Examination conducted in May / June 2024

BADEI 6423 Cross Cultural Management -

Time- 2 hrs Max Marks-60

**This paper contains \_\_\_\_\_ printed pages and four parts**

**PART A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. What is cross culture intelligence?
2. Give the meaning of conflict resolution.
3. What is passive aggressive communication style?
4. Provide any two instances of values and beliefs in corporate cross-cultural management.
5. Mention the benefits of cross culture management. *(any four*)
6. State the concepts of masculinity and femininity in cross-cultural management.

**PART B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. Elucidate the impact of stereotyping on cross-cultural interactions in organizations.
2. Examine the implications of individualism and collectivism on teamwork and collaboration.
3. How does the effectiveness of cross-cultural communication within the workplace influence with organizational success and intercultural synergy? Analyse.
4. Discuss the role of cross culture training in understanding and navigating cultural differences.
5. What ethical considerations should be taken into account in cross-cultural negotiation?

**PART C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. How do various cultural backgrounds influence leadership styles within a global management context? Explain with an appropriate leadership style.
2. Elaborate the negotiation process highlighting influence of cultural dynamics in the stages of the negotiation process.
3. What is Global virtual team? Analyse the challenges associated with managing virtual and global teams from different cultural backgrounds.

**PART D**

**IV. Answer the following (1x10=10 Marks)**

Aptech Solutions, a leading software development company in the US market, has decided to expand its market presence by collaborating with companies in the Asian market. In line with this strategy, Aptech has chosen to partner with Beta Ltd for an upcoming project in Singapore. The contract spans two years and involves the deployment of the project in three different stages.

During the initial meeting, representatives from Aptech Solutions arrive well-prepared with a comprehensive proposal outlining the terms and conditions of the contract. They assertively present their objectives, emphasizing the importance of profitability and market dominance. In contrast, the representatives from Beta Ltd approach the meeting with a cooperative mindset, expressing their eagerness to understand Aptech Solutions' needs and proposing a partnership based on shared goals and mutual benefits. Throughout the negotiation process, Aptech Solutions maintains a competitive stance, advocating for terms that serve their interests, such as a higher profit share and greater control over decision-making. They leverage their market dominance and technological expertise to reinforce their position. Despite this divergence in negotiating styles, Beta Ltd.’s representatives focus on establishing rapport and trust with their counterparts from Aptech Solutions. They highlight the long-term value of a partnership and propose conciliations that align with both parties' interests. Initially hesitant to compromise, Aptech Solutions eventually recognizes the value of Beta Ltd.’s approach. They agree to adjust certain terms of the agreement, including sharing intellectual property rights and involving Beta Ltd in joint decision-making processes. Similarly, while maintaining their cooperative approach, Beta Ltd acknowledges the importance of meeting some of Aptech Solutions' demands to ensure the success of the partnership. They agree to certain concessions, such as resource sharing and providing access to their extensive network in the Japanese market.

Questions

a) Analyze the case to determine the negotiating styles employed by Aptech and Beta Ltd.

b) Explain the diverse negotiation styles utilized in cross-cultural management.