MBIB 4003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Fourth Semester

International Business

CROSS CULTURAL BUSINESS MANAGEMENT

(2012 – 2013 Batch Onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Explain the concept of culture for business context.

2. What are the dimensions of organisation culture?

3. Explain the role of culture in global business scenario.

4. What are the culture implications for team building?

5. Identify the cultural factors that exert influence on negotiation process.
Why are expatriates trained to be able to work in foreign countries?

7. Every organisation consists of diverse sub-
cultures. Discuss.

8. When is culture change considered necessary?

Give examples.

9. Discuss the significance of cross cultural management in the present context.

10. Develop a framework for culture analytics in a global organisation.

11. Explain communication strategies useful for communication in a foreign country. How effective communication in a foreign context.

12. Explain how companies develop values and behaviours to build high performance teams.

MBIB 4003

PART B — (5 x 10 = 50 marks)

Answer any five questions out of the following.
Questions:
(i) What are the values of Coca cola?
(ii) What is its vision and how did it achieve?
(iii) In view of the present global scenario, what additional measures do you think the company has to introduce?

13. Discuss the need for international assignments and developing employees for global operations.

14. How do you diagnose cultures in an organisation?

15. Identify the strategies for cultural change, being adopted by an organisations.

PART C — (1 x 20 = 20 marks)

Compulsory

16. Case study

Making Our System A Great Place To Work

Inside every bottle of Coca-Cola is the passion, hard work and ingenuity of some 7,00,000 people around the world and across our system-the people who make, market and deliver our products.

One of our 2020 Vision goals is to be a great place to work. And we believe that work should be a place of exploration, creativity and professional growth - a place where people are inspired and motivated to achieve extraordinary results. We are a multinational business whose brands and operations are deeply interwoven with a
Multinational Workplaces. It was named one of the "World's Top 25 Best
In October 2011, The Coca-Cola Company
members.

Teams program to build skills that help
launched the "Coca-Cola Way of Learning"
provide more training and development tools
teach employees and managers how to use
also began offering career workshops to
and build skills in team development. We
ensue they understand key people processes.
excellence program for new managers to
development we implemented as a manager
improve people leadership and
(b) To improve people leadership and
We also found that compared to the previous
High Performing Companies' Norm Index.
attaining for the first time with Towers Watson's
employee engagement score reached 84 percent.
engagement surveys since 2004. In 2010, our
employee and act on what they tell us. We
How do we achieve our vision? By listening to our
employees and make a
optimism and happiness create value and make a
they refresh the world, inspire moments of
we want our people to take pride in their work as
opportunity is one of our most closely held values.
future growth. Moreover, providing equal
diverse as the people we serve is crucial for our
multicultural world. Having a workforce as
example:

Global and local levels to address those issues. For
additional focus was needed. Since our last survey
"operating excellence" and "people
recommend it as a good place to work. Associates
be part of The Coca-Cola Company and would
assessment, we conducted regular employee
influence on what they tell us. We

Global and local levels to address those issues. For
additional focus was needed. Since our last survey
"operating excellence" and "people
recommend it as a good place to work. Associates
be part of The Coca-Cola Company and would
assessment, we conducted regular employee
influence on what they tell us. We