

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VI) Examination – December 2017

### INB 2303 – Cross Culture Management

Three (03) Hours

#### Answer Four (04) Questions Only

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1. Answer the following questions by selecting True or False of the each statement with the brief explanation for your answer.
- i. In Italy “Time is Money” is a common phrase.
  - ii. In Italy usually expects quick decisions or actions at the business meeting.
  - iii. In India, it is polite to ask your business partners about their spouse health, and well-being at first meeting
  - iv. In Arabs small personal space can be maintained at the business meeting.
  - v. In South Africa, business proposal presentation needs to be very lengthy and detailed.
  - vi. Your business partner from Japan may touch you while speaking to you.
  - vii. According to Power distance index of Hofstede, Sri Lanka is a less hierarchical society.
  - viii. In the USA, you can start your business speech with funny story.
  - ix. Your Brazilian business partner may touch you while speaking to you.
  - x. In a presentation in Finland, you should use a lot of gestures to make sure the Finns understand the presentation.

(Each answer carries 2.5 Marks)

**(Total 25 marks)**

2. i. What do you understand by cross-cultural management?  
(05 Marks)
- ii. If international managers do not know something about cultures of the countries they deal with, the results can be quite disastrous. Evaluate this statement by considering major characteristics of culture.

(20 Marks)

**(Total 25 marks)**

3. "The eight cultural value orientations have a considerable influence on the way managers perform their activities." Discuss how each of the cultural value influence on managers activities by given an appropriate examples from your own country.

(25 Marks)

4. Management approaches of Japanese managers who are working in Japanese firms are different from than the approaches of the managers who are working in your local business firms. Describe major differences of management approaches between the Japanese and Sri Lankan managers with examples.

(25 Marks)

5. i. Discuss one Cultural Determinant factor for the each stage of cross cultural team development.

(15 Marks)

ii. When you are working with the members of cross cultural teams you need to develop cross-cultural competency. What are most important aspects to develop cross cultural competency? Explain.

(10 Marks)

**(Total 25 Marks)**

6. Write short notes on followings;

(a) Moral Hazard

(b) A Virtual Team

(c) High context cultures

(d) Kinesics behavior

(e) Blocks to cultural communication

(Each carries 05 Marks)

**(Total 25 marks)**