

**M.B.A. (HR) Semester - IV (2012 COURSE)(CHOICE BASED  
CREDIT SYSTEM) : SUMMER - 2019**  
**SUBJECT: CROSS CULTURAL ISSUES & INTERNATIONAL HUMAN RESOURCE  
MANAGEMENT**  
**(Marketing Management)**

Day : Saturday  
Date : 27/04/2019

**S-2019-2337**

Time : 02.00 PM TO 05.00 PM  
Max. Marks: 100

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**N.B.**

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answers both the sections in the **SAME** answer book.
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**SECTION – I**

- Q.1** Explain in detail Franchising and Contract Manufacturing as an entry level strategy used by firms to enter foreign markets. **(15)**
- Q.2** Elucidate on any one theory used to analyze and understand a culture of a country for enabling organizations to manage effectively. **(15)**
- Q.3** Write a detail note on social security schemes of at least three different countries of your choice. **(15)**
- Q.4** Highlight different issues involved in team building across various cultures. **(15)**
- Q.5** Highlight and explain the positive effects on Indian Industries due to globalization. **(15)**
- Q.6** Write short notes on (any two) **(15)**
- a) Training for repatriation.
  - b) Impact of globalization on Industrial Relations.
  - c) Effect of culture on communication.

**SECTION – II**

- Q.7** List the business practices and approaches of any one European country of your choice. **(20)**
- Q.8** Your company in India has decided to send its project manager to man a similar unit in China. Elaborate on the leadership style followed in China that the project manager needs to know for handling human resources. **(20)**
- Q.9** Prepare a note to your CEO giving advantages and disadvantages of polycentric and geocentric approach to international operations. **(20)**

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