



Private & Confidential

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DBM2403 Introduction to Cross Culture Management**
Semester & Year : September-December 2017
Lecturer/Examiner : Ms Elizabeth Tan Ai Gaik
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY FIVE (25) multiple choice questions. Answer ALL questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (75 marks) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A : MULTIPLE CHOICE QUESTIONS (25 MARKS)

INSTRUCTION(S) : TWENTY FIVE (25) multiple choice questions. Answer **ALL** questions in the multiple choice answer sheet provided.

END OF PART A

PART B : SHORT ANSWER QUESTIONS (75 MARKS)

INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. When an organization is located in a foreign country, it is important for staff to be sensitive to differences in culture. Discuss any **THREE (3)** ways in which staff working in a culturally diverse organization can develop cross cultural sensitivity.
(15 marks)

2. Cultural values orientations have considerable influence on the way managers perform their activities. Select **ONE: (a), (b) OR (c)**, of the following models of culture. Discuss how the selected cultural values affect management tasks.
 - a) Power: hierarchy, equality
 - b) Activity: doing, being
 - c) Competition: competitive, co-operative(20 marks)

3. Discuss any **THREE (3)** different types of nonverbal communication, and how these ways may result in miscommunication across cultures.
(15 marks)

4. Examine any **THREE (3)** staffing approaches which may be used by multi-national companies to recruit for their global operations.
(15 marks)

5. A newspaper job advertisement for a multinational company states: 'Malaysians preferred'. Discuss **ONE (1)** advantage and **ONE (1)** disadvantage of hiring locals from the host country into the management team of a multinational organization.
(10 marks)

END OF EXAM PAPER