



Private & Confidential

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1334 CROSS CULTURE MANAGEMENT**
Semester & Year : September - December 2020
Lecturer/Examiner : Angela Thexeira
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY-FIVE (25) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (75 marks) : FIVE (5) short questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 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.

Total Number of pages = 8 (Including the cover page)

PART B : STRUCTURED QUESTIONS (75 MARKS)

INSTRUCTION(S) : Answer all FIVE (5) questions. Write your answers in the Answer Booklet(s) provided.

Question 1 (15 marks)

- a. Briefly define '*globalisation*'. (1 mark)
- b. Differentiate between '*moral universalism*' and '*ethnocentric approach*'. (2 marks)
- c. Briefly explain **TWO (2) benefits** and **TWO (2) costs** of MNCs to host countries. (12 marks)

Question 2 (15 marks)

- a. Briefly explain any **TWO (2)** of Hofstede's value dimensions. (4 marks)
- b. Give any **THREE (3)** forms of non-verbal communication. (3 marks)
- c. Briefly explain any **TWO (2)** Hofstede's dimensions that distinguish cultures from one another and have implications for managers. Provide **ONE (1)** country for high and low of each dimension. (8 marks)

Question 3 (15 marks)

- a. (i) Briefly explain **TWO (2)** reactive reasons for going international. (4 marks)
- (ii) Briefly explain **TWO (2)** proactive reasons for going international. (4 marks)
- b. List the **SEVEN (7)** steps in the strategic management process. (7 marks)

Question 4 (15 marks)

- a. Define '*strategic alliances*'. (2 marks)

- b. Provide **TWO (2)** factors that facilitate and **TWO (2)** factors that hinder integration of expatriates with local staff. (4 marks)

- c. Briefly describe any **THREE (3)** stages of culture shock. (9 marks)

Question 5 (15 marks)

- a. Identify **THREE (3)** practices suggested by Turn's research for successful repatriation programmes. (3 marks)

- b. Briefly explain **FOUR (4)** challenges faced by global virtual teams. (12 marks)

END OF EXAM PAPER