



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 2023
Lecturer/Examiner : Goh Poh Kim
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PART A (25 marks) : TWENTY-FIVE (25) multiple-choice questions. Shade your answer in the Multiple-Choice Answer Sheet provided. You are advised to use a 2B pencil.
PART B (75 marks) : FIVE (5) short answer 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 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 = 6 (Including the cover page)

**PART A
INSTRUCTION (S)**

: MULTIPLE-CHOICE QUESTIONS (25 MARKS)
: Answer all **TWENTY-FIVE (25)** multiple-choice questions.
Write your answers in the Multiple-Choice Answer Sheet (s) provided.

END OF PART A

**PART B
INSTRUCTION (S)**

: SHORT ANSWER QUESTIONS (75 MARKS)
: Answer all **FIVE (5)** short answer questions. Write your answers in the Answer Booklet (s) provided.

Question 1

Define the following terms related to communications:

- a. Decoding
- b. Feedback
- c. Filtering
- d. Listen Actively
- e. Simplify Language

(15 marks)

Question 2

When communicating with people from different cultures, we can reduce conflicts by developing a cultural sensitivity approach. Describe **FIVE (5)** ways of achieving cultural sensitivity.

(15 marks)

Question 3

Negotiation process is important especially if you are negotiating with people from different culture. Explain the **FIVE (5)** stages of negotiation.

(15 marks)

Question 4

Maslow's Hierarchy of Needs is a theory that explains the different levels of human needs and their influence on motivation. Discuss the **FIVE (5)** levels of needs in Maslow's Hierarchy.

(15 marks)

Question 5

There are several reasons why a company would like to expand their business internationally. Explain **FIVE (5)** such reasons.

(15 marks)

END OF EXAM PAPER