

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI
First Semester 2017-2018

Course No. : HSS F 227

Mid Semester Test (CB)

Course Title : Cross Cultural Skills

Date: 10/10/2017

Time: 90 min

MM: 60

Q.1 Explain what kinds of broad cultural differences in terms of **doing business** we are likely to find between the Japanese and the Americans. State **six major business differences** in the Table form. -18

Q.3 Russo says, “But while the technology can bridge the miles, only people can bridge cultures.” What does she mean by this comment? Do you think her statistics that “truly successful innovation is only 1 percent technical and 99 percent human” (p. 224) is accurate?

If it is true that “only people can bridge cultures,” what kind of burden does this place on the shoulders of those who plan to go into business and industry following college? After answering these questions in about 100 words, discuss all the five Geert Hofstede’s Cultural Dimensions that one can use for understanding people from different cultures. -20

Source: P. Russo, “Success Requires Imagination, the Right Business Plan and the Right Environment: Building on the Telephony Network’s Traditional Strengths,” Vital Speeches of the Day LXXIII, no. 5 (May, 2007): 223–226.

Q.3 Cross-cultural management issues arise in a range of business contexts. Within individual firms, for example, managers from a foreign parent company need to understand that local employees from the host country may require different organization structures and HRM procedures. In the light of this fact discuss the following case studies in about 150 words each:

a. Heineken Beer with Saudi Arabian Flag - 12

b. TIZ in Qatar