

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI

First Semester 2022-2023

Course No. : HSS F227

Course Title : Cross Cultural Skills

Compre Exam (OB)

Date: 22 December 2022

Time: 180mts

MM: 30

Note:

- **Do not write generalized answers. Your answers should reflect your domain knowledge. Though the word limit is given but answer's quality, depth of knowledge and coverage will also be considered while assessing the answers.**
- **Start every answer from a fresh page.**
- **Adhere to the word limit wherever given.**

Q.1: Read carefully the following dialogue between an American boss Mr. Jones and his subordinate Ms. Lapui, who is Tibetan. Analyse and discuss the subtle cultural dimensions that are reflected in the conversation. Also, provide examples to support your answer.

2.5+2.5=05 MARKS

Mr. Jones: Miss Lapui! We have a family picnic on the coming Sunday at our Lakehouse.

Ms. Lapui: Oh, Great! I have never been to a Lakehouse. Hope you will enjoy it and it will energise you for the upcoming week, full of extensive meetings with our French partners.

Mr. Jones: (sigh) Oh yes! It is going to be a busy week. Why don't you join us, if you are free?

Ms. Lapui: Oh! Thank you for the invitation. I would love to, but I have loads of paperwork to do for the upcoming meetings.

Mr. Jones: It's on the weekend. I think you can take a break for at least for 3-4 hours.

Ms. Lapui: Yeah, it will be a good break. I will think about it (with a hesitant tone and thinking about her work). Hope you and your family have fun time.

Q.2: Marketing in different countries requires different marketing strategies. Below are two brands that have positioned their product differently in two different countries. State the differences in their strategies in different countries and why they did so.

2.5+2.5=05 MARKS

Barbie products in USA and Saudi Arabia



IKEA advertisements in Sweden and Saudi Arabia



Q.3 Read the case study given below and discuss the problematic areas in terms of cultural misunderstandings (about 100 words). Also, provide your suggestions as to what George Samuel should do to try and bring the Arabian staff back into line.

George Samuel from USA, works as a supervisor for an engineering company in Muscat. In the USA he had a reputation for speaking his mind and by doing so getting the best out of his staff. At the current project in Muscat he supervises 12 American and nearly 55 Arabs in his staff. After a few months George became increasingly frustrated by what he sees a less effective Arabs team. Their lack of competence and slow work pace started worrying George.

2.5+2.5=05 MARKS

Q.4 Discuss with examples the difference between two types of negotiations used in business setting.

2.5+2.5=05 MARKS

Q. 5 Read the Case Study given below and answer the following:

- Debrief the case in about 150 words.

- State the main issues and make a reference to the Cultural Dimensions as reflected from the reading.
- If you were IHRM expert, what advice would you give Nandita Ramesh for addressing the issue?