

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI

First Semester 2023-2024

Course No. : HSS F227

Course Title : Cross Cultural Skills

Mid Semester (CB)

Date: 10 October 2023

Time: 90mts

MM: 60

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 Mr. Ramesh Iyengar and Ms. Sarita Bajaj are working for GBM (Global Business Machine), India. Mr. Ramesh Iyengar has been sent as the Asian Head and Manager, to China, a particularistic culture country. His colleague, Ms. Sarita Bajaj has been promoted as the European Head and Manager and sent to Germany, a universalistic culture. As a cross cultural skills learner, discuss how **their decision making will be different** Provide **two strong arguments in about 150 words**. 10+10=20 MARKS

Q. 2 **What is cultural shock** theory? What are the key **phases of cultural shock** theory as proposed by Oberg, and how does it differ from the concept of **Reverse Culture Shock**? Discuss in about 200 words. 5+15+5=25 MARKS

Q. 3 Read the following case studies and identify the **type of intercultural communication barrier** has occurred and **justify your selection** in 75 words: ((2+3=5)X3=15 MARKS

- a. Nina, a German, has recently shifted to a new company and for the first time, she is part of a team which is truly global in nature. She does not like working with this team. She often comments on how her old native team work ethics and practices were superior to her current team.
- b. Ray suggested Raul that he should learn how to speak in Japanese, at least regular statements to navigate there. Raul dismissed the suggestion say "I don't need to learn another language; everyone speaks English anyway."
- c. One of the key factors contributing to Euro Disney's failure in Paris, was Disney's desire to replicate its American business model when opening amusement park in France, erroneously believing that what worked in the US would also work in France.

***** Enjoy Writing*****