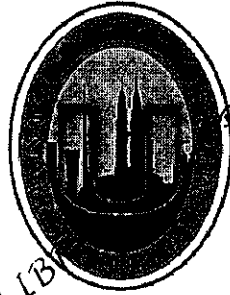


CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : EEB20303
SUBJECT TITLE : CROSS-CULTURAL MANAGEMENT
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS
DATE : 30th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please CAREFULLY read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and section B.
4. Answer ALL questions in Section A and Section B.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English language ONLY.
7. This question paper must not be removed from the examination hall.

THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks).

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

Describe the caste system in the Indian culture?

(5 marks)

Question 2

Discuss the FIVE (5) value orientations concept introduced by Kluckhohn and Strodtbeck (1961).

(15 marks)

Question 3

Based on time focus and management tasks, differentiate the monochronic cultures and polychronic cultures?

(10 marks)

Question 4

Interpret the organization relationship model introduced by Trompenaars and Woolliams?

(10 marks)

SECTION B (Total: 60 marks)

INSTRUCTION: Answer ALL questions.
Please use the **answer booklet** provided.

Question 1

Differentiate the cultures between United States and China based on organization structure, leadership styles, motivation, reward system and decision making.

(20 marks)

Question 2

Distinguish the **FIVE (5)** dimensions of culture introduced by Geert Hofstede.

(20 marks)

Question 3

Propose the sources of cross cultural communication conflicts and problems. Recommend some ways on how to increase the effectiveness of Cross-Cultural Communication?

(20 marks)

END OF QUESTION PAPER

