

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

II-BBA II-Semester Regular Examinations (BR24), June 2026

CROSS CULTURE MANAGEMENT (BBA)

Time: 3 hours

Max. Marks: 70

*Question Paper consists of Part-A and Part-B
Answer ALL the question in Part-A and Part-B*

PART-A (10X2 = 20M)

		Marks	CO	BL
1. a)	What is culture in a business context?	(2M)	CO 1	L 1
b)	Who are business stakeholders?	(2M)	CO 1	L 1
c)	What is a global business scenario?	(2M)	CO 2	L 1
d)	Why is culture important in team building?	(2M)	CO 2	L1
e)	What is cross-cultural negotiation?	(2M)	CO 3	L 1
f)	What is strategy formulation?	(2M)	CO 3	L 1
g)	What is Global HRM?	(2M)	CO 4	L 1
h)	What is high-performance organization?	(2M)	CO 4	L 1
i)	Why is culture change needed?	(2M)	CO 5	L 1
j)	What is performance measurement?	(2M)	CO 5	L 1

PART-B (5X10 = 50M)

2a.	Define Organizational Culture and explain its Importance?	(5M)	CO 1	L1
b.	Explain the Concept of Culture in Business?	(5M)	CO 1	L2
(OR)				
3a.	Explain Analytical Framework for Cultural Background of Stakeholders?	(5M)	CO 1	L2
b.	Describe the Cultural Background of Business Stakeholders?	(5M)	CO 1	L2

4a.	Explain Global Business Scenario and Role of Culture?	(5M)	CO 2	L2
b.	Briefly explain the Elements of Cross-Cultural Communication?	(5M)	CO 2	L2
(OR)				
5a.	Describe High-Performance Teams and Cultural Implications?	(5M)	CO 2	L2
b.	Explain Culture implications for Team Building?	(5M)	CO 2	L2

6a.	Explain Cross-Cultural Negotiation and its Challenges?	(5M)	CO 3	L2
b.	Describe the Strategy Formulation and Implementation?	(5M)	CO 3	L2
(OR)				

7a.	Explain the Process of Negotiation?	(5M)	CO 3	L2
b.	Describe the Skills Required for Negotiation?	(5M)	CO 3	L2

8a.	Explain Global HRM and its Functions?	(5M)	CO 4	L2
b.	Describe Training for Global Operations?	(5M)	CO 4	L2
(OR)				
9a.	Explain Staffing for Global Operations?	(5M)	CO 4	L2
b.	Illustrate the process of Developing Global Management Cadre?	(5M)	CO 4	L2

10a	Explain the Nature of Organizational Culture?	(5M)	CO 5	L2
b.	Describe Implementation and Evaluation of Culture Change?	(5M)	CO 5	L2
(OR)				
11a	Explain the Designing Strategy for Culture Change?	(5M)	CO 5	L2
b.	Explain the Measurement of ongoing improvement in Corporate Culture?	(5M)	CO 5	L2

B. Raza
13/4/26