

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

PBA301 CROSS CULTURAL AND DIVERSITY MANAGEMENT

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COURSE CODE: PBA301 CROSS CULTURAL AND DIVERSITY MANAGEMENT

YEAR/SEM: II/III

UNIT-I: INTRODUCTION TO CULTURE

Culture –Importance- Cultural Values in Business – Values & Practices across Countries – Cross Cultural Development - Reaction towards Cultural Differences- Comparing Cultures-Cultural

PART- A

S. NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	Define the term culture in a business context.	CO1	Level 1	Remembering
2.	Why is understanding culture important for global businesses?	CO1	Level 1	Remembering
3.	List any two elements of culture that affect international business.	CO1	Level 1	Remembering
4	What are cultural values in business?	CO1	Level 1	Remembering
5	Differentiate between individualism and collectivism.	CO1	Level 1	Remembering
6	What is cross-cultural development?	CO1	Level 1	Remembering
7	Mention two ways organizations handle cultural differences.	CO1	Level 1	Remembering
8	What is the significance of Hofstede’s cultural dimensions?	CO1	Level 1	Remembering
9	Give two examples of cultural practices that vary between countries.	CO1	Level 1	Remembering
10	How does communication style differ across cultures?	CO1	Level 1	Remembering
11	Define ethnocentrism with an example.	CO1	Level 1	Remembering
12	What is cultural adaptation in international business?	CO1	Level 1	Remembering
13	How does time orientation vary in different cultures?	CO1	Level 2	Understanding
14	Mention two challenges in managing a cross-cultural team.	CO1	Level 2	Understanding
15	Define the term power distance with reference to cultural comparison.	CO1	Level 1	Remembering
16	What is the impact of language barriers on global business communication?	CO1	Level 1	Remembering
17	What do you mean by high-context and low-context cultures?	CO1	Level 2	Understanding
18	How can cultural differences affect negotiation styles in business?	CO1	Level 1	Remembering
19	State any two benefits of cultural awareness in international markets.	CO1	Level 1	Remembering
20	Give an example of a cultural misunderstanding in a business scenario.	CO1	Level 1	Remembering
21	What is meant by cultural relativism?	CO1	Level 1	Remembering

22	How does culture influence consumer behavior?	CO1	Level 1	Remembering
23	Define uncertainty avoidance with a suitable example.	CO1	Level 1	Remembering
24	Mention any two methods to improve cross-cultural communication in business.	CO1	Level 1	Remembering

PART- B

S. NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1	Explain the concept of culture and its relevance in international business.	CO1	Level 4	Analyzing
2	Discuss the importance of understanding cultural values in global business operations.	CO1	Level 3	Applying
3	Describe Hofstede's cultural dimensions and their application in comparing cultures.	CO1	Level 3	Applying
4	Explain the challenges and solutions in managing cross-cultural teams.	CO1	Level 4	Analyzing
5	How do cultural values and practices differ across countries? Illustrate with examples.	CO1	Level 4	Analyzing
6	What is cross-cultural development? How can it be implemented in multinational corporations?	CO1	Level 3	Applying
7	Compare high-context and low-context cultures and explain how they impact business communication.	CO1	Level 3	Applying
8	Describe the various ways in which organizations react to cultural differences.	CO1	Level 3	Applying
9	Explain how cultural differences influence consumer behavior and marketing strategies.	CO1	Level 4	Analyzing
10	How does power distance affect organizational structure and leadership styles in different cultures?	CO1	Level 3	Applying
11	What is ethnocentrism? How can it be avoided in a multicultural business environment?	CO1	Level 4	Analyzing
12	Discuss the role of cultural awareness in improving global business relationships.	CO1	Level 4	Analyzing
13	Explain how cultural misunderstandings can impact negotiations and decision-making in business.	CO1	Level 4	Analyzing
14	Describe the differences in values and workplace practices between any two countries of your choice.	CO1	Level 4	Analyzing
15	How does uncertainty avoidance shape the business environment in different cultures? Explain with examples.	CO1	Level 3	Applying
16	Discuss the impact of cultural differences on international human resource management.	CO1	Level 4	Analyzing
17	How can businesses effectively develop cross-cultural communication strategies?	CO1	Level 4	Analyzing

UNIT – II – CROSS CULTURAL MANAGEMENT**Major Cultural Types – Individualistic – Collectivist – Mixed Cultures.****PART- A**

S. NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is cross-cultural management?	CO2	Level 1	Remembering
2	Define individualistic culture with an example.	CO2	Level 2	Understanding
3.	Define collectivist culture with an example.	CO2	Level 2	Understanding
4.	What are mixed cultures in cross-cultural management?	CO2	Level 2	Understanding
5.	Mention two features of individualistic cultures.	CO2	Level 1	Remembering
6.	State two key characteristics of collectivist cultures.	CO2	Level 2	Understanding
7.	Give an example of a country with a mixed cultural type.	CO2	Level 1	Remembering
8.	How does communication differ in individualistic cultures?	CO2	Level 2	Understanding
9.	How does communication differ in collectivist cultures?	CO2	Level 1	Remembering
10.	Differentiate between individualism and collectivism.	CO2	Level 1	Remembering
11.	What are the advantages of individualistic cultures in the workplace?	CO2	Level 1	Remembering
12.	What are the advantages of collectivist cultures in the workplace?	CO2	Level 2	Understanding
13.	How do collectivist cultures approach conflict?	CO2	Level 1	Remembering
14.	How do individualistic cultures approach conflict?	CO2	Level 1	Remembering
15.	What role does cross-cultural understanding play in business success?	CO2	Level 1	Remembering
16.	Mention one challenge in managing a culturally diverse team.	CO2	Level 1	Remembering
17.	What is the impact of cultural values on leadership?	CO2	Level 1	Remembering
18.	How do mixed cultures affect business decisions?	CO2	Level 1	Remembering
19.	Why is cultural awareness important for managers?	CO2	Level 1	Remembering
20.	What is meant by cultural intelligence?	CO2	Level 1	Remembering
21.	State one strategy to manage cross-cultural differences.	CO2	Level 2	Understanding
22.	How does motivation vary across cultural types?	CO2	Level 2	Understanding
23.	Define cultural sensitivity.	CO2	Level 1	Remembering
24.	What is the significance of cultural types in international HRM?	CO2	Level 2	Understanding

PART- B				
S. NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the concept and importance of cross-cultural management in global organizations.	CO2	Level 3	Applying
2.	Compare and contrast individualistic and collectivist cultures with suitable examples.	CO2	Level 4	Analyzing
3.	Discuss the key features and implications of mixed cultures in international business.	CO2	Level 3	Applying
4.	Describe the role of cross-cultural management in improving communication and reducing conflict.	CO2	Level 4	Analyzing
5.	How do leadership styles differ in individualistic and collectivist cultures?	CO2	Level 4	Analyzing
6.	Explain how cultural types influence decision-making and negotiation strategies.	CO2	Level 3	Applying
7.	What are the challenges faced by managers in handling cross-cultural teams? Suggest solutions.	CO2	Level 4	Analyzing
8.	Discuss the significance of cultural intelligence in international human resource management.	CO2	Level 3	Applying
9.	Describe various approaches to managing mixed cultures in multinational companies.	CO2	Level 3	Applying
10.	How does motivation differ in individualistic versus collectivist workplaces?	CO2	Level 4	Analyzing
11.	Explain the effect of cultural values on team dynamics and collaboration.	CO2	Level 4	Analyzing
12.	Discuss the benefits and risks of managing teams from mixed cultural backgrounds.	CO2	Level 4	Analyzing
13.	What is cultural sensitivity, and how does it help in global business operations?	CO2	Level 3	Applying
14.	Describe the impact of communication styles on cross-cultural business relationships.	CO2	Level 4	Analyzing
15.	How can training and development programs address cultural diversity in organizations?	CO2	Level 3	Applying
16.	Explain the influence of cultural types on performance appraisal systems.	CO2	Level 4	Analyzing
17.	Illustrate with examples how businesses adapt to cultural values when entering foreign markets.	CO2	Level 4	Analyzing

UNIT – III – CROSS CULTURAL ISSUES**Cross Cultural Issues – UK, US France German India China & Japan- Communicating Across Cultures – Overcoming Cultural Barriers.****PART- A**

S. NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is meant by cross-cultural issues?	CO3	Level 1	Remembering
2.	Name any two countries with low-context communication styles.	CO3	Level 1	Remembering
3.	Define high-context culture.	CO3	Level 1	Remembering
4.	What is the major communication style of the US in business?	CO3	Level 1	Remembering
5.	Mention one key characteristic of French communication style.	CO3	Level 1	Remembering
6.	What is cultural barrier?	CO3	Level 1	Remembering
7.	State a cultural trait common in Japanese workplaces.	CO3	Level 1	Remembering
8.	Give one way to overcome cultural barriers.	CO3	Level 1	Remembering
9.	How do Germans typically approach meetings?	CO3	Level 1	Remembering
10.	What is intercultural communication?	CO3	Level 1	Remembering
11.	Define low-context culture.	CO3	Level 1	Remembering
12.	How is Indian business culture characterized?	CO3	Level 2	Understanding
13.	Why is cultural understanding important in global business?	CO3	Level 1	Remembering
14.	What does 'saving face' mean in Chinese culture?	CO3	Level 2	Understanding
15.	What is ethnocentrism?	CO3	Level 2	Understanding
16.	State one difference between US and Indian communication style.	CO3	Level 1	Remembering
17.	How do cross-cultural differences affect teamwork?	CO3	Level 2	Understanding
18.	What is cultural intelligence (CQ)?	CO3	Level 2	Understanding
19.	Mention one major business etiquette in the UK.	CO3	Level 1	Remembering
20.	What role does non-verbal communication play in cross-cultural settings?	CO3	Level 1	Remembering
21.	How do Chinese and US negotiation styles differ?	CO3	Level 1	Remembering
22.	Mention a communication barrier in cross-cultural teams.	CO3	Level 1	Remembering
23.	What is meant by 'cultural adaptation'?	CO3	Level 1	Remembering
24.	List any two ways to improve intercultural communication.	CO3	Level 1	Remembering

PART- B				
S. NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the common cross-cultural issues faced in international business with examples.	CO3	Level 3	Applying
2.	Compare and contrast the business cultures of the US and Japan.	CO3	Level 4	Analyzing
3.	Describe the communication styles in the UK and India, highlighting key differences.	CO3	Level 3	Applying
4.	What are the cultural barriers in global organizations? How can they be overcome?	CO3	Level 4	Analyzing
5.	Analyze how non-verbal cues affect communication across cultures.	CO3	Level 4	Analyzing
6.	Discuss the impact of cultural misunderstandings on team performance and leadership.	CO3	Level 3	Applying
7.	Compare high-context and low-context communication with examples from Japan and Germany.	CO3	Level 4	Analyzing
8.	Explain the negotiation styles in China and the US and how they affect business deals.	CO3	Level 4	Analyzing
9.	What is cultural intelligence? Why is it essential for global managers?	CO3	Level 3	Applying
10.	Evaluate the importance of cultural awareness training for cross-cultural teams.	CO3	Level 4	Analyzing
11.	Describe the role of hierarchy and decision-making in Indian and French workplaces.	CO3	Level 4	Analyzing
12.	How does saving face influence behavior and communication in East Asian cultures?	CO3	Level 4	Analyzing
13.	What are the communication differences between German and French professionals?	CO3	Level 3	Creating
14.	Discuss challenges and solutions in managing culturally diverse teams.	CO3	Level 4	Analyzing
15.	How do leadership styles differ between collectivist and individualist cultures?	CO3	Level 4	Analyzing
16.	Explain the significance of respecting cultural norms in global HR practices.	CO3	Level 4	Analyzing
17.	Suggest practical strategies to overcome cross-cultural communication issues.	CO3	Level 4	Analyzing

UNIT – IV – MANAGING DIVERSITY

Diversity Management – Managing Conflict – Multicultural Work Places - Respect Cultural Differences - Conflict and Negotiation- Multi-Ethnicity.

S.NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is diversity management?	CO4	Level 1	Remembering
2.	Define multicultural workplace.	CO4	Level 1	Remembering
3.	What is meant by managing conflict?	CO4	Level 1	Remembering
4.	Define cultural diversity.	CO4	Level 1	Remembering
5.	What is ethnic diversity?	CO4	Level 1	Remembering
6.	Mention two benefits of workplace diversity.	CO4	Level 1	Remembering
7.	What is negotiation in conflict management?	CO4	Level 2	Understanding
8.	State one challenge of managing multicultural teams.	CO4	Level 1	Remembering
9.	What is inclusivity in diversity management?	CO4	Level 2	Understanding
10.	Define multi-ethnicity.	CO4	Level 2	Understanding
11.	Give one example of workplace conflict.	CO4	Level 1	Remembering
12.	How can leaders promote respect for cultural differences?	CO4	Level 2	Understanding
13.	Why is cultural respect important in a team?	CO4	Level 2	Understanding
14.	What is cross-cultural negotiation?	CO4	Level 1	Remembering
15.	What is the role of HR in managing diversity?	CO4	Level 1	Remembering
16.	State one method of conflict resolution.	CO4	Level 1	Remembering
17.	Mention one impact of unresolved workplace conflict.	CO4	Level 2	Understanding
18.	What is meant by workplace inclusion?	CO4	Level 1	Remembering
19.	List any two causes of workplace conflict.	CO4	Level 1	Remembering
20.	How can multicultural teams contribute to innovation?	CO4	Level 1	Remembering
21.	What is prejudice in the context of workplace diversity?	CO4	Level 1	Remembering
22.	Give one example of cultural misunderstanding.	CO4	Level 1	Remembering
23.	What is cultural competence?	CO4	Level 1	Remembering
24.	State one legal reason for managing workplace diversity.	CO4	Level 1	Remembering

PART- B				
S.NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the concept of diversity management and its importance in modern organizations.	CO4	Level 3	Creating
2.	Discuss the challenges and solutions in managing multicultural workplaces.	CO4	Level 4	Analyzing
3.	How can leaders foster an inclusive and respectful workplace culture?	CO4	Level 3	Applying
4.	Describe the process of resolving conflicts in diverse teams.	CO4	Level 4	Analyzing
5.	What are the advantages and disadvantages of having a multicultural workforce?	CO4	Level 4	Analyzing
6.	Compare different conflict resolution strategies in a culturally diverse setting.	CO4	Level 3	Applying
7.	How can diversity lead to innovation and better decision-making?	CO4	Level 4	Evaluating
8.	Discuss the role of HR in promoting diversity and inclusion.	CO4	Level 3	Creating
9.	Explain multi-ethnicity and its implications in a corporate setting.	CO4	Level 3	Applying
10.	How does cultural intelligence help in managing diversity?	CO4	Level 4	Analyzing
11.	What steps can an organization take to respect cultural differences?	CO4	Level 3	Applying
12.	Describe negotiation strategies in cross-cultural conflict management.	CO4	Level 4	Analyzing
13.	How can prejudice and bias be addressed in a multicultural organization?	CO4	Level 4	Analyzing
14.	Discuss the impact of unresolved conflicts in a diverse workplace.	CO4	Level 4	Analyzing
15.	What are the key elements of a successful diversity policy?	CO4	Level 4	Evaluating
16.	Explain the relationship between diversity, equity, and inclusion (DEI).	CO4	Level 4	Evaluating
17.	How do legal frameworks support diversity in the workplace?	CO4	Level 3	Creating

UNIT – V – LEADERSHIP LEGACY

Global Leader – Legacy Leader – Managing Global Managers – Conflict & Synergy - Managing for Cross- Cultural Effectiveness.

PART- A

S.NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	Who is a global leader?	CO5	Level 1	Remembering
2.	What is legacy leadership?	CO5	Level 2	Understanding
3.	Define cross-cultural effectiveness.	CO5	Level 1	Remembering
4.	What is meant by managing global managers?	CO5	Level 1	Remembering
5.	State one characteristic of a legacy leader.	CO5	Level 1	Remembering
6.	What is synergy in leadership?	CO5	Level 2	Understanding
7.	What does conflict in global teams imply?	CO5	Level 1	Remembering
8.	Name one challenge of managing global teams.	CO5	Level 2	Understanding
9.	What is cultural agility?	CO5	Level 1	Remembering
10.	Define global mindset.	CO5	Level 1	Remembering
11.	List one benefit of effective global leadership.	CO5	Level 2	Understanding
12.	How does legacy leadership differ from traditional leadership?	CO5	Level 1	Remembering
13.	What is meant by managing for synergy?	CO5	Level 1	Remembering
14.	Give one example of cultural conflict in leadership.	CO5	Level 2	Understanding
15.	What is inclusive leadership?	CO5	Level 1	Remembering
16.	State a trait of a global leader.	CO5	Level 1	Remembering
17.	What does a legacy leader focus on?	CO5	Level 1	Remembering
18.	Why is conflict resolution important in global teams?	CO5	Level 2	Understanding
19.	What is the importance of feedback in global leadership?	CO5	Level 1	Remembering
20.	Mention one barrier to global leadership.	CO5	Level 1	Remembering
21.	Define global team synergy.	CO5	Level 1	Remembering
22.	What is ethical global leadership?	CO5	Level 1	Remembering
23.	What is meant by cross-cultural training?	CO5	Level 1	Remembering
24.	How can leaders manage cultural conflict?	CO5	Level 1	Remembering

PART- B				
S.NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the characteristics of a global leader and their role in a multinational company.	CO5	Level 4	Analyzing
2.	Discuss the key traits and responsibilities of a legacy leader.	CO5	Level 3	Applying
3.	Compare and contrast global leadership and legacy leadership with examples.	CO5	Level 3	Applying
4.	How can organizations manage global managers effectively?	CO5	Level 4	Analyzing
5.	Describe the types of conflict that arise in cross-cultural teams and how to manage them.	CO5	Level 4	Analyzing
6.	What is synergy in leadership? Explain its importance in global teams.	CO5	Level 3	Applying
7.	Elaborate on the challenges faced by global leaders in today's dynamic environment.	CO5	Level 4	Analyzing
8.	Discuss the role of cross-cultural effectiveness in leadership success.	CO5	Level 4	Analyzing
9.	Explain how legacy leaders contribute to sustainable leadership practices.	CO5	Level 3	Applying
10.	Describe the role of communication in managing global and multicultural teams.	CO5	Level 4	Evaluating
11.	What strategies can be used to foster synergy among culturally diverse teams?	CO5	Level 4	Evaluating
12.	How can cross-cultural training improve global leadership performance?	CO5	Level 4	Analyzing
13.	Discuss conflict resolution strategies in a cross-cultural environment.	CO5	Level 4	Evaluating
14.	Explain the concept of cultural intelligence and its role in leadership.	CO5	Level 4	Analyzing
15.	How does a global mindset influence leadership decisions?	CO5	Level 4	Evaluating
16.	Describe the ethical considerations of leading in a global environment.	CO5	Level 4	Evaluating
17.	What are the leadership qualities required for managing multi-cultural workplaces?	CO5	Level 4	Creating