

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -1 EXAMINATION – FEBRUARY 2020
B.Tech. VIII Semester (All Branches)

COURSE CODE: 13B1WHS832

MAX. MARKS:15

COURSE NAME: INTERNATIONAL BUSINESS MANAGEMENT

COURSE CREDITS: 3

MAX. TIME: 1 Hr

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

1. Locate the following on the world map given: (CO1) (0.5x6=3)
 - a) Route followed by Vasco da Gama's first voyage to India
 - b) One of the Scandinavian country
 - c) Suez Canal
 - d) Panama Canal
 - e) International Date Line
 - f) South China Sea
2. "International Business is more dynamic than domestic business". Discuss. (CO1) (3)
3. Briefly discuss EPRG framework with suitable examples in each case. (CO2) (3)
4. "Cultural values have a significant impact on business practices". Discuss the statement with the help of suitable examples. (CO2) (3)
5. Read the given case carefully and answer the following questions: (CO2) (1.5x2=3)

After two years apart, four friends from China were together in an exciting U.S. resort city, yet they found their enthusiasm dampened by a careless remark from a native-born couple. The evening had started out magnificently. The friends had not seen each other for a couple of years and they were all delighted to be going out together. They were so happy, in fact, that they were all holding hands as an expression of friendship and affection, just as they might do in social settings in China.

As the young women left the hotel where they had dined, they walked down the street hand in hand. In fact, they were all smiles, even skipping a bit with blissful energy. As the four turned the corner and headed down a main street, an American couple approached from the opposite direction. Upon seeing the four holding hands, the woman loudly commented to the man, "Oh look, honey, a group of Oriental lesbians! Isn't that nice?!" Caught off guard by the comment, the young women immediately released each other's hands as if they were stung. After the couple passed, one of the foursome tried to hold hands again, but the others would not. They were embarrassed that people would stereotype them this way, when all they wanted to do was to be happy with their friends. Under these circumstances, there was no possible way to preserve the young women's dignity. They were also caught off guard by the couple's presumption that the Chinese women did not speak English and therefore were not expected to have understood the remark.

(Source: <https://pdfs.semanticscholar.org/163e/0fcbfd9845b7bbd0413e644c452894ecc78a.pdf>)

Questions:

- a) In terms of global business communication, what does this case help teach us? What is this case about?
- b) What judgments were made about a non-verbal action? What could have been done to prevent these judgments?