

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA (IB) - SEMESTER– I EXAMINATION – WINTER 2019****Subject Code: 1519304****Date: 30-12-2019****Subject Name: Cross Continent Business Philosophies****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Explain the terms	14
a) Idea of Hawthorne Experiments	
b) Limited Liability Partnership	
c) HUF	
d) Globalization	
e) BRICS	
f) Non-Profit Organization	
g) Division of Work	
Q.2 (a) Discuss various types of Partners in the Partnership Firm.	07
Q.2 (b) Briefly explain YVK foundation in the Indian context.	07
OR	
Q.2 (b) Explain any two major Trade and Business-related institutions of Asia.	07
Q.3 (a) Do you agree that India is a Matrix Society? Explain the managing in the Matrix Society.	07
Q.3 (b) Briefly discuss the institutional framework of European Union	07
OR	
Q.3 (a) Discuss any seven Fayol's Principles of Management.	07
Q.3 (b) Situational Theory is based on the principle that 'There is no "ONE BEST WAY" to organize and manage' – How far the situational theory of management is applicable in the current scenario.	07
Q.4 (a) Explain the dominance of USA in the Global Business of the world.	07
Q-4 (b) Discuss the role and contribution of Australia in the International trade.	07
OR	
Q.4 (a) Africa is the biggest market place for Indian corporate houses – Do you agree with the statement? Discuss any two business organization of Africa.	07
Q.4 (b) Discuss the POSDCoRB in brief.	07
Q.5 Confucian Values in China and Japan	14

The major interest of cross-cultural studies tends to focus on how cultures differed in the outcome variable (e.g., conflict management style) than in the input variable (i.e., cultural values). Cultural values are frequently treated as a post-hoc explanation to offer validation of the significant results on how cultures differed in the outcome variable (e.g., Lee & Rogan, 1991). While lumping countries together based on their geographical and/or cultural proximity is still a common approach in cross-cultural research (Cross, 1995), Bond (1996) cautioned the danger of taking a bi-cultural continuum (i.e., Western/Eastern) perspective ignoring multiple variations within Western or Eastern world. Extending research on culture values within the East Asian cultures, many study explored similarities and differences in young people's endorsement of Confucian values in China and

Japan in the 21st century. By examining the ways in which different Confucian dimensions are endorsed in these East Asian cultures, perhaps we can begin to disentangle the fuzziness of abstract label of Confucianism and focus on specific value dimensions in relation to societal development in each culture.

Cultural values are collective ideas that serve as standards or criteria of conduct (Singelis & Brown, 1995). Interpersonal harmony, relational hierarchy, and traditional conservatism are values that are generally emphasized more in the East Asian cultures (e.g., China, Japan, Korea) than in other parts of the world (e.g., Xu, 1998). According to Confucius, in order to seek harmonious relationships with others, which are the precondition of social integration and stability, individuals should respect and follow tradition and social hierarchy (rules, status, and authorities) (Chinese Cultural Connection, 1987). These values reflect the core principles of Confucianism, which has influenced Chinese people's attitude toward life and served as standards and rules for social interaction (Bond, 1996).

In the process of civilization, Confucianism has spread its influence to neighboring countries of mainland China (e.g., Korea, Japan) for thousands of years (Chang, 1997). Deliberate efforts to promote and maintain Confucianism are evident in these societies. Confucian principles are permeated in media, taught in schools, and praised by officials (Tu, 1996). Although some traditional Confucian values are encountering increasing competition from alternative sets of values (e.g., pleasure, individual achievement) in an age of globalization (Zhang & Harwood, 2004), Confucianism has remained, to a large extent, what it means to be Chinese in particular (e.g., China, Taiwan) and East Asian (e.g., Japan, Korea) in general.

Ref.: Based on the research paper published by Yan Bing Zhang, Mei-Chen Lin, Akihiko Nonaka, & Khisu Beom

- (a) Discuss the learnings from Japanese and Chinese business management systems. 7
- (b) Discuss the values in East Asian cultures in brief and related the same with Indian culture. 7

OR

- (a) Discuss the cultures differences in China and Japan. 7
- (b) What do you mean by Confucianism? Discuss its spread in Asia. 7
