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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF SCIENCE IN HUMAN RESOURCE MANAGEMENT**

**COURSE CODE: BHR 309**

**COURSE TITLE: CROSS-CULTURAL MANAGEMENT**

**DATE: 24TH APRIL 2017 TIME: 2.00PM-4.00PM**

**INSTRUCTIONS TO CANDIDATES**

* ***Answer question ONE (compulsory) and any other THREE***
* ***Question one carries 25 marks***
* ***All other questions carry 15 marks***

*This paper consists of 3 printed pages. Please turn over*

**QUESTION ONE**

a) Differentiate between cross cultural management and comparative management practices. **(4 marks)**

b) Explain the different elements of culture in an organization **(8marks)**

c) Discuss the strategies to apply so as to achieve effective communication in a cross cultural environment. **(8 marks)**

d) Outline the characteristics of culture **(5 marks)**

**QUESTION TWO**

a) Describe the characteristics of high context culture societies. **(7 marks)**

b) Discuss the implications of multi-cultural policies on global managers.

**(8 marks)**

**QUESTION THREE**

a) Explain how a global manager can achieve cultural competency in order to effectively work in a cross cultural environment. **(5 marks)**

b) Discuss FIVE barriers to effective communication in a cross-cultural environment. **(10 marks)**

**QUESTION FOUR**

a) Discuss the strategies to use when working with personnel from low context societies to ensure effective service delivery. **(8 marks)**

b) Briefly describe the challenges a Human Resource manager faces while managing a diverse workforce and give a solution for each of the challenge.

**(7marks)**

**QUESTION FIVE**

Discuss the best practices you would apply to ensure efficient and effective management of a diverse work force. **(15 marks)**