

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: MAY- 2024**  
**SEMESTER - IV**

**Sub.: Cross Cultural & Global Human Resource Management (MHRM404)**

**Date : 25/05/2024**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Repatriation
  2. Global staffing management
  3. Managing Remote Employees
  4. Expatriate Management
  5. Qualities of Cross-Cultural Leader
- Q. 2. Answer in detail (Any One) (10)**
1. Discuss the significance of HR functional areas in a global context, highlighting their various components and implications for multinational organizations.
  2. How does Human Resource Management strategically contribute to organizational success and competitiveness?
- Q. 3. Answer in detail (Any One) (10)**
1. Discuss the principles and significance of equal employment opportunity in the workplace.
  2. What role do communication skills and family considerations play in the selection process for employees undertaking international assignments?
- Q. 4. Answer in detail (Any One) (10)**
1. Explore the strategies and challenges involved in attracting and retaining talent across different cultural contexts.
  2. What are some actionable strategies for successfully managing expatriates in an international business environment?
- Q. 5. Case study (15)**

A multinational company, ABC Corporation, has recently expanded its operations into a new country where it has established a subsidiary. To ensure the success of this expansion, ABC Corporation decides to send a team of expatriates from its headquarters to oversee the setup and initial operations of the new subsidiary. The expatriate team consists of experienced managers and specialists who have expertise in various areas relevant to the new market.

Upon arriving at the new location, the expatriate team faces several challenges, including cultural differences, language barriers, and unfamiliarity with local business practices. Additionally, they encounter resistance from some local employees who are hesitant about the changes brought by the multinational company.

The expatriate managers quickly realize the importance of effective expatriate management to navigate these challenges and ensure the success of the subsidiary. They implement various strategies, such as cultural training for both expatriates and local employees, regular communication channels to address concerns and foster

collaboration, and establishing mentorship programs to facilitate knowledge transfer between expatriates and local staff.

Through proactive expatriate management practices, the expatriate team successfully integrates into the local business environment, builds strong relationships with local stakeholders, and drives the subsidiary towards achieving its goals. As a result, ABC Corporation's expansion efforts in the new market are met with success, laying a solid foundation for future growth and profitability.

### **Question**

- 1) What strategies did the expatriate managers implement to address cultural differences and language barriers?
  - 2) How did the expatriate team overcome resistance from local employees?
  - 3) How might ABC Corporation apply the lessons learned from this experience to future expatriate assignments and international expansions?
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