



Scott Christian
UNIVERSITY
A Dynamic Centre of Academic Excellence

SCHOOL OF PROFESSIONAL STUDIES
BACHELOR OF HOSPITALITY & TOURISM MANAGEMENT
BTM 212 CROSS CULTURAL MANAGEMENT

September-December 2022/2023 End of Semester Exams - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE (30 MARKS)

- a) Discuss the following concepts
 - i. Culture (2Marks)
 - ii. Cross Cultural Management (2 Marks)
 - iii. Global strategy (2 Marks)
- b) Discuss the step by step process on how to build a global strategy. (6 Marks)
- c) Highlight benefits of globalization to tourism and hospitality organizations. (6 Marks)
- d) Highlight three challenges which a company is likely to experience in terms of cultural synergy when it goes global. (6 Marks)
- e) Distinguish between verbal and non-verbal communication. (6 Marks)

QUESTION TWO

- a) Discuss five elements of a comprehensive relocation program for tourism and hospitality organizations which have decided to go global. (10 Marks)

- b) Highlight three benefits of business protocol in a tourism organization which has decided to go global. (5 Marks)

QUESTION THREE

- a) Discuss five gender diversity initiatives in the workplace which can enhance positive embrace of employees. (10 Marks)
- b) Highlight five challenges which are likely to be encountered by organizations when they embrace the concept of globalization. (5 Marks)

QUESTION FOUR

- a) Propose five strategies which tourism and hospitality organizations can embrace in order to integrate ethics and business conduct. (10 Marks)

- b) Enumerate two types of organizational culture which have the potential to enhance sustainable growth of tourism and hospitality organizations. (5 Marks)

QUESTION FIVE

- a) Discuss five benefits to be accrued by tourism and hospitality organizations when they embrace workplace diversity. (10 Marks)
- b) Enumerate two types of international business strategies which may be applicable in tourism and hospitality sector. (5 Marks)