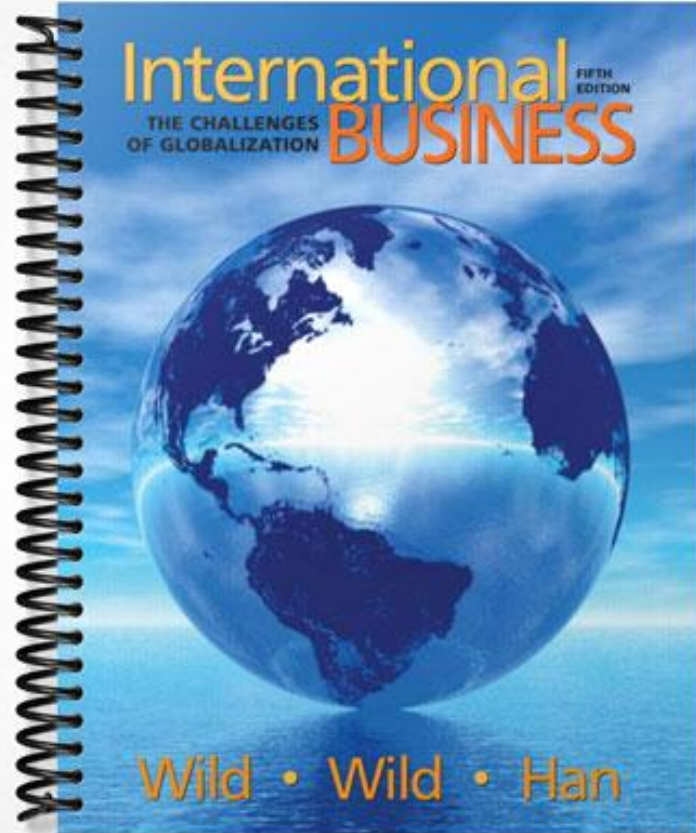


TEST BANK



International Business, 5e (Wild/Wild/Han)
Chapter 2 Cross-Cultural Business

1) Nokia Corporation uses its knowledge of cultures to adapt its mobile handsets to suit local markets.

Answer: TRUE

Diff: 1 Page Ref: 45

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

2) A nation's business environment comprises all aspects of culture, politics, law, and economics that affect international business activities.

Answer: TRUE

Diff: 2 Page Ref: 46

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

3) Success in international business can often be traced directly to a deep understanding of some aspect of a people's commercial environment.

Answer: TRUE

Diff: 2 Page Ref: 46

Objective: Chapter 2-LO1

4) The first step in analyzing a nation's potential as a host for international business activity typically involves assessing its overall business climate.

Answer: TRUE

Diff: 2 Page Ref: 46

Objective: Chapter 2-LO1

5) When people from around the world come together to conduct business, they bring with them different backgrounds, assumptions, expectations, and methods of communication in other words, culture.

Answer: TRUE

Diff: 2 Page Ref: 46

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

6) The first step in analyzing a nation's potential for international business activity is to examine its religion.

Answer: FALSE

Diff: 1 Page Ref: 46

Objective: Chapter 2-LO1

7) Culture refers to the set of values, beliefs, rules, and institutions held by a specific group of people.

Answer: TRUE

Diff: 1 Page Ref: 46

Objective: Chapter 2-LO1

8) Culture is a highly complex portrait of a people.

Answer: TRUE

Diff: 1 Page Ref: 46

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO1

9) Ethnocentricity is the belief that one's own ethnic group is superior to that of others.

Answer: TRUE

Diff: 1 Page Ref: 46

Objective: Chapter 2-LO1

10) Geocentricity is the belief that one's own culture or ethnic group is superior to that of others.

Answer: FALSE

Diff: 2 Page Ref: 46

Objective: Chapter 2-LO1

11) Detailed knowledge about a culture that enables a person to function effectively in it is called cultural literacy.

Answer: TRUE

Diff: 2 Page Ref: 47

Objective: Chapter 2-LO1

12) Cultural leniency means having detailed knowledge about a culture that enables a person to function effectively within it.

Answer: FALSE

Diff: 2 Page Ref: 47

Objective: Chapter 2-LO1

13) International business projects rarely, if ever, fail because of the lack of sensitivity firms give to cultural nuances.

Answer: FALSE

Diff: 2 Page Ref: 47

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO1

14) Cultural literacy improves one's ability to manage employees, market products, and conduct negotiations in other countries.

Answer: TRUE

Diff: 2 Page Ref: 47

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

15) Ethnocentricity improves the ability to manage employees, market products, and conduct negotiations in other countries.

Answer: FALSE

Diff: 2 Page Ref: 47

Objective: Chapter 2-LO1

16) Culturally literate managers bring their company closer to customers and improve the firm's competitiveness.

Answer: TRUE

Diff: 2 Page Ref: 47

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

17) When speaking of culture, people tend to ignore the concept of the nation-state.

Answer: FALSE

Diff: 2 Page Ref: 47

Objective: Chapter 2-LO1

18) Most nations regulate culturally sensitive sectors of the economy to help preserve national culture.

Answer: TRUE

Diff: 1 Page Ref: 48

Objective: Chapter 2-LO1

19) Nations with democracy and freedom of speech do not regulate economic sectors such as broadcasting and filmmaking.

Answer: FALSE

Diff: 2 Page Ref: 48

Objective: Chapter 2-LO1

20) A group of people who share a unique way of life within a larger, dominant culture is called a subculture.

Answer: TRUE

Diff: 1 Page Ref: 48

Objective: Chapter 2-LO1

21) Subcultures seldom exist in democratic countries with large populations.

Answer: FALSE

Diff: 1 Page Ref: 48

Objective: Chapter 2-LO1

22) A subculture will, by definition, share the same language, lifestyle, values, and attitudes as the dominant culture.

Answer: FALSE

Diff: 2 Page Ref: 48

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

23) Mexicans living in the United States can be described as a subculture.

Answer: TRUE

Diff: 1 Page Ref: 48

Objective: Chapter 2-LO1

24) The population of China comprises more than 5,000 distinct ethnic groups.

Answer: FALSE

Diff: 2 Page Ref: 48

Objective: Chapter 2-LO1

25) Although China is composed of more than 50 distinct ethnic groups, everyone is fluent in the official Mandarin dialect.

Answer: FALSE

Diff: 2 Page Ref: 48

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO1

26) Cultural boundaries always correspond to political boundaries.

Answer: FALSE

Diff: 2 Page Ref: 49

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO1

27) Although the nation-state plays a role in the development of national culture, cultural boundaries do not always correspond to political boundaries.

Answer: TRUE

Diff: 2 Page Ref: 49

Objective: Chapter 2-LO1

28) Subcultures sometimes exist across national borders.

Answer: TRUE

Diff: 2 Page Ref: 49

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

29) Aesthetics deals with imagery, symbolism of color, and the arts.

Answer: TRUE

Diff: 1 Page Ref: 49

Objective: Chapter 2-LO2

30) Only the imagery evoked by certain colors, and the symbolism of expressions is known as a culture's physical environment.

Answer: FALSE

Diff: 1 Page Ref: 49

Objective: Chapter 2-LO2

31) The color of death and mourning, black, is universal despite all the cultural differences in the world.

Answer: FALSE

Diff: 2 Page Ref: 49

Objective: Chapter 2-LO2

32) Because the number four (4) is considered to be particularly lucky in China, entrepreneurs doing business there are advised to get a web site address or telephone number containing that number.

Answer: FALSE

Diff: 2 Page Ref: 49

Objective: Chapter 2-LO2

33) In today's global business world, the use of a 12-hour clock (as opposed to the 24-hour clock) is universally appropriate.

Answer: FALSE

Diff: 2 Page Ref: 50

Objective: Chapter 2-LO2

34) Using national flags as symbols for buttons to click to view different language versions of a company's web site is always appropriate because it avoids potential cultural problems.

Answer: FALSE

Diff: 3 Page Ref: 50

Topic: AACSB: Use of IT

Objective: Chapter 2-LO2

35) The importance of aesthetics is not as great when going international using the Internet.

Answer: FALSE

Diff: 2 Page Ref: 50

Topic: AACSB: Use of IT

Objective: Chapter 2-LO2

36) When going global with an Internet presence, it tends to be true that the more you localize, the better.

Answer: TRUE

Diff: 2 Page Ref: 50

Topic: AACSB: Use of IT

Objective: Chapter 2-LO2

37) The United Kingdom and the United States value group consensus, whereas Japan and South Korea value individual freedom.

Answer: FALSE

Diff: 2 Page Ref: 50

Objective: Chapter 2-LO2

38) Values are quite rigid over time, while attitudes are more flexible.

Answer: TRUE

Diff: 2 Page Ref: 51

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

39) Attitudes are positive or negative evaluations, feelings, and tendencies that individuals harbor toward objects or concepts.

Answer: TRUE

Diff: 1 Page Ref: 51

Objective: Chapter 2-LO2

40) Whereas attitudes are quite rigid over time, values are more flexible.

Answer: FALSE

Diff: 2 Page Ref: 51

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

41) People in Japan are casual about time and maintain flexible schedules.

Answer: FALSE

Diff: 2 Page Ref: 51

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

42) Perceived opportunity for success and reward is a strong element in a culture's attitude toward work.

Answer: TRUE

Diff: 2 Page Ref: 51

Topic: AACSB: Analytic Skills

Objective: Chapter 2-LO2

43) A cultural trait is anything that represents a culture's way of life, including gestures, material objects, traditions, and concepts.

Answer: TRUE

Diff: 1 Page Ref: 52

Objective: Chapter 2-LO3

44) Cultural imperialism refers to the replacement of one culture's traditions, folk heroes and artifacts with substitutes from another.

Answer: TRUE

Diff: 1 Page Ref: 52

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO3

45) Rather than view their influence on culture as the inevitable consequence of doing business, companies can take steps to soften their impact on cultures.

Answer: TRUE

Diff: 2 Page Ref: 52

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO3

46) Company policies and practices at odds with the deeply held beliefs of the local culture should be introduced gradually.

Answer: TRUE

Diff: 2 Page Ref: 52

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO3

47) The rapid pace of cultural diffusion and increased human interaction across national borders are causing cultures to converge to some extent.

Answer: TRUE

Diff: 2 Page Ref: 53

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO3

48) Appropriate ways of behaving, speaking, and dressing in a culture are called customs.

Answer: FALSE

Diff: 1 Page Ref: 54

Objective: Chapter 2-LO2

49) Customs are habits or ways of behaving in specific circumstances that are passed down through generations in a culture.

Answer: TRUE

Diff: 1 Page Ref: 54

Objective: Chapter 2-LO2

50) Many folk customs that have spread by cultural diffusion to other regions have developed into popular customs.

Answer: TRUE

Diff: 1 Page Ref: 54

Objective: Chapter 2-LO2

51) Wearing blue jeans and playing golf are both folk customs across the globe.

Answer: FALSE

Diff: 2 Page Ref: 54

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

52) Social structure has no effect on business decisions concerning the selection of a production site or advertising methods.

Answer: FALSE

Diff: 2 Page Ref: 56

Topic: AACSB: Analytic Skills

Objective: Chapter 2-LO2

53) The concept of nuclear family that prevails in much of Europe includes grandparents, uncles, aunts, and cousins.

Answer: FALSE

Diff: 2 Page Ref: 56

Objective: Chapter 2-LO2

54) Gender refers to socially learned behaviors and attitudes expected of men and women.

Answer: TRUE

Diff: 1 Page Ref: 56

Objective: Chapter 2-LO2

55) An important aspect of social structure is status, which refers to the way a culture divides its population according to positions within a society's structure.

Answer: TRUE

Diff: 1 Page Ref: 56

Objective: Chapter 2-LO2

56) The most common form of social stratification in the world today is the caste system.

Answer: FALSE

Diff: 2 Page Ref: 57

Objective: Chapter 2-LO2

57) Understanding religion may help us to understand why cultures differ in their views of work, savings, and material goods.

Answer: TRUE

Diff: 2 Page Ref: 57

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

58) Islam is the world's largest religion with over 2 billion followers.

Answer: FALSE

Diff: 2 Page Ref: 60

Objective: Chapter 2-LO2

59) Religion strongly affects the kinds of goods and services acceptable to Muslim consumers.

Answer: TRUE

Diff: 2 Page Ref: 60

Objective: Chapter 2-LO2

60) For Hindus, the highest goal of life is "moksha" □rebirth of the human soul at the time of death.

Answer: FALSE

Diff: 2 Page Ref: 61

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

61) Hindus and Buddhists both seek "nirvana" □a state of eternal happiness.

Answer: TRUE

Diff: 3 Page Ref: 62

Objective: Chapter 2-LO2

62) Hinduism was the first religion to preach belief in a single God.

Answer: FALSE

Diff: 2 Page Ref: 62

Objective: Chapter 2-LO2

63) Meals prepared according to the Jewish dietary traditions are called "kosher."

Answer: TRUE

Diff: 2 Page Ref: 62

Objective: Chapter 2-LO2

64) Shinto is a highly popular religion in Ecuador today.

Answer: FALSE

Diff: 2 Page Ref: 63

Objective: Chapter 2-LO2

65) Understanding a culture's spoken language gives us limited insight into why people think and act the way they do.

Answer: FALSE

Diff: 2 Page Ref: 63

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

66) The native languages of England and Germany are each dialects of Gaelic.

Answer: FALSE

Diff: 3 Page Ref: 63

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

67) French is the most common form of "lingua franca" in international business.

Answer: FALSE

Diff: 2 Page Ref: 65

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

68) In Asian cultures, associates of equal standing bow about 45 degrees toward one another, but

showing proper respect for elders requires a bow of about 90 degrees.

Answer: FALSE

Diff: 3 Page Ref: 66

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

69) Education is crucial for passing on traditions, customs, and values.

Answer: TRUE

Diff: 2 Page Ref: 67

Objective: Chapter 2-LO2

70) Literacy tests offer a good basis on which to compare nations because they are highly standardized globally.

Answer: FALSE

Diff: 3 Page Ref: 67

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

71) Nations that invest in worker training are rarely rewarded with productivity increases and rising incomes.

Answer: FALSE

Diff: 1 Page Ref: 67

Topic: AACSB: Analytic Skills

Objective: Chapter 2-LO2

72) Hong Kong, South Korea, Singapore, and Taiwan have experienced rapid economic development despite their poor education systems.

Answer: FALSE

Diff: 2 Page Ref: 68

Objective: Chapter 2-LO2

73) Brain drain is the dummying-down of a society's people due to excessive video-game playing.

Answer: FALSE

Diff: 1 Page Ref: 68

Objective: Chapter 2-LO2

74) The physical environment of a people directly determines their culture.

Answer: FALSE

Diff: 1 Page Ref: 68

Objective: Chapter 2-LO4

75) Material culture often displays uneven development across a nation's geography, markets, and industries.

Answer: TRUE

Diff: 2 Page Ref: 69

Topic: AACSB: Use of IT

Objective: Chapter 2-LO4

76) Group-oriented cultures are typically found in Europe and North America.

Answer: FALSE

Diff: 2 Page Ref: 71

Objective: Chapter 2-LO5

77) The Hofstede framework can be used to compare the U.S. and Japanese cultures along six dimensions.

Answer: FALSE

Diff: 2 Page Ref: 71

Objective: Chapter 2-LO5

78) Prestige and rewards tend to be more equally shared between superiors and rank-and-file employees in cultures with large power distance.

Answer: FALSE

Diff: 3 Page Ref: 71

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO5

79) Organizations in risk-accepting cultures tend to welcome practices from other cultures but also tend to suffer greater employee turnover.

Answer: TRUE

Diff: 2 Page Ref: 72

Objective: Chapter 2-LO5

80) Cultures that score low on uncertainty avoidance tend to be more open to change and new ideas.

Answer: TRUE

Diff: 3 Page Ref: 72

Objective: Chapter 2-LO5

81) Typically, the first step in the process of analyzing a nation's potential as a host for international business activity is to _____.

A) assess its overall business climate

B) analyze its religious environment

C) investigate its governmental oversight

D) find a cultural match with the home country

Answer: A

Diff: 2 Page Ref: 46

Topic: AACSB: Analytic Skills

Objective: Chapter 2-LO1

82) _____ is(are) the set of values, beliefs, rules, and institutions held by a specific group of people.

- A) Customs
- B) Rituals
- C) Culture
- D) Aesthetics

Answer: C

Diff: 1 Page Ref: 46

Objective: Chapter 2-LO1

83) The belief that one's own ethnic group or culture is superior to that of others is referred to as _____.

- A) cultural dominance
- B) cultural diffusion
- C) cultural literacy
- D) ethnocentricity

Answer: D

Diff: 1 Page Ref: 46

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO1

84) People who view other cultures in terms of their own are said to be _____.

- A) geocentric
- B) culturally sensitive
- C) ethnocentric
- D) geocentric

Answer: C

Diff: 2 Page Ref: 46

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO1

85) Cultural literacy improves a person's ability to _____ in other countries.

- A) manage employees
- B) time local stock markets
- C) conduct negotiations
- D) both A and C

Answer: D

Diff: 2 Page Ref: 47

Objective: Chapter 2-LO1

86) Detailed knowledge about a culture that enables people to live and work within it is called _____.

- A) cultural literacy
- B) social mobility
- C) cultural diffusion
- D) aesthetics

Answer: A

Diff: 1 Page Ref: 47

Objective: Chapter 2-LO1

87) When speaking of culture, we tend to invoke the concept of the _____.

- A) "brain drain" phenomenon
- B) caste system
- C) class system
- D) nation-state

Answer: D

Diff: 2 Page Ref: 47

Objective: Chapter 2-LO1

88) To support and promote the concept of national culture, a nation-state may _____.

- A) set regulations limiting cultural diversity
- B) organize a national subculture day
- C) preserve the legacies of important events and people
- D) restrict cultural outflows

Answer: C

Diff: 2 Page Ref: 48

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO1

89) Nation-states support and promote the concept of a national culture by _____.

- A) preserving the legacies of important events and people
- B) creating nationalistic propaganda among their people
- C) organizing grassroots support among the people
- D) promoting domestic services and products

Answer: A

Diff: 2 Page Ref: 48

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO1

90) Which of the following countries is particularly vigilant in the preservation of its culture?

- A) The United States
- B) China
- C) Mexico
- D) France

Answer: D

Diff: 2 Page Ref: 48

Objective: Chapter 2-LO1

91) Why do nations build museums and monuments to preserve the legacies of important events and people?

- A) To promote cultural diffusion
- B) To install a caste system
- C) To support and promote national culture
- D) To support and promote social structure

Answer: C

Diff: 2 Page Ref: 48

Objective: Chapter 2-LO1

92) Because _____ share a common language and tend to share purchasing behaviors related to religious beliefs, marketing to _____ subcultures can sometimes be accomplished with a single marketing campaign.

- A) Hispanics; Hispanic
- B) Chinese; Chinese
- C) Arabs; Arab
- D) Asians; Asian

Answer: C

Diff: 2 Page Ref: 49

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

93) A group of people who share a unique way of life within a larger dominant culture is called a(an) _____.

- A) imperialist group
- B) subculture
- C) collective
- D) outcast group

Answer: B

Diff: 1 Page Ref: 48

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

94) Which of the following is NOT a main component of culture?

- A) Religion
- B) Government
- C) Social structure
- D) Material environment
- E) Aesthetics

Answer: B

Diff: 2 Page Ref: 49

Objective: Chapter 2-LO2

95) _____ is a favorite color in Islam and can be used in most advertising and product packaging.

- A) Green
- B) White
- C) Black
- D) Orange

Answer: A

Diff: 2 Page Ref: 49

Objective: Chapter 2-LO2

96) What a culture considers to be in "good taste" in the arts, the imagery evoked by certain expressions and the symbolism of certain colors is called _____.

- A) values
- B) social structure
- C) ethnocentricity
- D) aesthetics

Answer: D

Diff: 1 Page Ref: 49

Objective: Chapter 2-LO2

97) The color of death and mourning in Japan and most of Asia is _____.

- A) white
- B) black
- C) green
- D) red

Answer: A

Diff: 2 Page Ref: 49

Objective: Chapter 2-LO2

98) Which component of culture involves evaluating a country's leisure activities and work ethics?

- A) Aesthetics
- B) Social structure
- C) Manners
- D) Values

Answer: D

Diff: 2 Page Ref: 50

Objective: Chapter 2-LO2

99) Values include all of the following EXCEPT _____.

- A) honesty
- B) marital faithfulness
- C) symbolism
- D) responsibility

Answer: C

Diff: 2 Page Ref: 50

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

100) The United Kingdom and the United States value _____, whereas Japan and South Korea value _____.

- A) the caste system; the class system
- B) aesthetics; ethnocentricity
- C) individual freedom; group consensus
- D) quality of life; quantity of life

Answer: C

Diff: 3 Page Ref: 50

Topic: AACSB: Analytic Skills

Objective: Chapter 2-LO2

101) Traditionally speaking, Singapore values _____ while Greece values _____.

- A) quantity of life; aesthetics
- B) quality of life; group consensus
- C) leisure and a modest lifestyle; hard work and material success
- D) hard work and material success; leisure and a modest lifestyle

Answer: D

Diff: 2 Page Ref: 50

Objective: Chapter 2-LO2

102) _____ are positive or negative evaluations, feelings, and tendencies that individuals harbor toward objects or concepts.

- A) Customs
- B) Attitudes
- C) Beliefs
- D) Values

Answer: B

Diff: 1 Page Ref: 51

Objective: Chapter 2-LO2

103) Attitudes are _____.

- A) quite rigid over time relative to values
- B) learned from role models
- C) similar from one country to the next because they form within a cultural context
- D) developed only toward the most important aspects of life

Answer: B

Diff: 3 Page Ref: 51

Objective: Chapter 2-LO2

104) People in _____ are casual about time and maintain flexible schedules.

- A) Japan
- B) the United States
- C) Northern Europe
- D) Latin America

Answer: D

Diff: 2 Page Ref: 51

Objective: Chapter 2-LO2

105) Businesspeople from _____ often arrive after the scheduled meeting time and prefer to spend time building personal trust before discussing business.

- A) Northern Europe
- B) Canada
- C) the United States
- D) Latin America

Answer: D

Diff: 3 Page Ref: 51

Objective: Chapter 2-LO2

106) Which country portrays a balanced approach to work and uses the phrase "we work to live"?

- A) United States
- B) Japan
- C) France
- D) Germany

Answer: C

Diff: 2 Page Ref: 51

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

107) A _____ is considered a cultural trait.

- A) gesture
- B) material object
- C) tradition
- D) concept
- E) all of the above

Answer: E

Diff: 2 Page Ref: 52

Objective: Chapter 2-LO2

108) Anything that represents a culture's way of life, including gestures, material objects, traditions, and concepts is known as a(n) _____.

- A) intangible product
- B) tangible product
- C) aesthetic
- D) cultural trait

Answer: D

Diff: 2 Page Ref: 52

Objective: Chapter 2-LO3

109) Bowing to communicate respect in Japan is an example of which type of cultural trait?

- A) Tradition
- B) Concept
- C) Gesture
- D) Object

Answer: C

Diff: 3 Page Ref: 52

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO3

110) Practicing democracy in the United States represents which type of cultural trait?

- A) Tradition
- B) Concept
- C) Object
- D) Gesture

Answer: B

Diff: 3 Page Ref: 52

Objective: Chapter 2-LO3

111) All of the following are true EXCEPT _____.

- A) cultural change occurs as new traits are accepted and absorbed into a culture
- B) cultural diffusion occurs quickly in almost every culture
- C) globalization is increasing the pace of cultural diffusion
- D) technological advances are increasing the pace of cultural diffusion

Answer: B

Diff: 3 Page Ref: 52

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO3

112) Which of the following refers to the process whereby cultural traits spread from one culture to another?

- A) Cultural imperialism
- B) Social mobility
- C) Cultural diffusion
- D) Cultural literacy

Answer: C

Diff: 2 Page Ref: 52

Objective: Chapter 2-LO3

113) Globalization and technological advances are increasing the pace of _____.

- A) cultural infusion and cultural imperialism
- B) cultural imperialism and social mobility
- C) ethnocentricity and social mobility
- D) cultural diffusion and cultural change

Answer: D

Diff: 2 Page Ref: 52

Topic: AACSB: Use of IT

Objective: Chapter 2-LO3

114) _____ refers to the replacement of one culture's traditions, folk heroes, and artifacts with substitutes from another.

- A) Cultural imperialism
- B) Acculturation
- C) Cultural diffusion
- D) Cultural corruption

Answer: A

Diff: 1 Page Ref: 52

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO3

115) Which of the following has NOT been accused of cultural imperialism?

- A) Virgin Atlantic Airways
- B) Walt Disney Company
- C) McDonald's Corporation
- D) Miss World Pageant

Answer: A

Diff: 2 Page Ref: 52

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO3

116) Companies that want to avoid the charge of cultural imperialism should _____.

- A) focus not only on meeting people's product needs, but also on how their activities and products affect people's traditional ways and habits
- B) quickly launch new investment projects or management practices to avoid prolonged resistance to change
- C) implement new investment projects and management practices only during volatile times
- D) maintain a standardized approach to strategy with policy decisions made at headquarters

Answer: A

Diff: 3 Page Ref: 52

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO3

117) When Russian politicians complain about the Snickerization of their culture, they are complaining about which of these?

- A) Lingua franca
- B) Social mobility
- C) Cultural diffusion
- D) Cultural imperialism

Answer: D

Diff: 2 Page Ref: 52

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO3

118) Which of the following companies has been charged with cultural imperialism?

- A) Pfizer
- B) Walt Disney Company
- C) Merck
- D) McKinsey and Associates

Answer: B

Diff: 1 Page Ref: 52

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO3

119) When a manager walks employees through every step of an assignment and monitors the results at each stage, it is called _____.

- A) diffusion management
- B) situational management
- C) mentoring and training
- D) workforce mobility

Answer: B

Diff: 2 Page Ref: 53

Objective: Chapter 2-LO3

120) Companies entering Vietnam should _____.

- A) modify employee evaluation and reward systems
- B) always deliver individual criticism publicly
- C) never deliver individual praise
- D) recognize that group harmony is not a major issue

Answer: A

Diff: 3 Page Ref: 53

Objective: Chapter 2-LO3

121) Appropriate ways of behaving, speaking, and dressing in a culture are called _____.

- A) attitudes
- B) manners
- C) aesthetics
- D) values

Answer: B

Diff: 1 Page Ref: 54

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

122) Arab culture considers the left hand the " _____ " hand.

- A) eating
- B) writing
- C) toilet
- D) greeting

Answer: C

Diff: 3 Page Ref: 54

Objective: Chapter 2-LO2

123) In Mexico, _____.

- A) conducting business during meals is common practice
- B) it is poor manners to bring up business at mealtime unless the host does so first
- C) business discussions usually begin when the appetizers arrive
- D) toasts should be casual and sprinkled with humor

Answer: B

Diff: 3 Page Ref: 54

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

124) When habits or ways of behaving in specific circumstances are passed down through generations, they become _____.

- A) customs
- B) attitudes
- C) traits
- D) manners

Answer: A

Diff: 2 Page Ref: 54

Objective: Chapter 2-LO2

125) Sharing food gifts during the Islamic holy month of Ramadan is a(n) _____.

- A) custom
- B) value
- C) symbolic act
- D) attitude

Answer: A

Diff: 3 Page Ref: 54

Objective: Chapter 2-LO2

126) _____ is(are) behavior that is shared by a heterogeneous group or by several groups.

- A) Manners
- B) Lingua Franca
- C) Popular custom
- D) Folk custom

Answer: C

Diff: 2 Page Ref: 54

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

127) _____ are behaviors, often dating back several generations, that are practiced by a homogeneous group of people.

- A) Manners
- B) Attitudes
- C) Popular customs
- D) Folk customs

Answer: D

Diff: 2 Page Ref: 54

Objective: Chapter 2-LO2

128) The wearing of turbans by Muslims in Asia is a _____.

- A) folk custom
- B) popular custom
- C) symbolic act
- D) religious value

Answer: A

Diff: 2 Page Ref: 54

Objective: Chapter 2-LO2

129) A knife would NOT be an appropriate gift to a business associate in _____.

- A) Russia
- B) France
- C) Germany
- D) all of the above

Answer: D

Diff: 2 Page Ref: 55

Objective: Chapter 2-LO2

130) In _____, it is customary to not open a gift in front of the giver.

- A) Russia
- B) France
- C) Germany
- D) Japan

Answer: D

Diff: 2 Page Ref: 55

Objective: Chapter 2-LO2

131) The practice whereby managers and other employees often try to find jobs inside their own companies for relatives is known as _____.

- A) insider hiring
- B) nuclear family association
- C) nepotism
- D) illegal behavior

Answer: C

Diff: 1 Page Ref: 56

Objective: Chapter 2-LO2

132) Gender equality has come relatively further in _____.

- A) Saudi Arabia
- B) Spain
- C) Japan
- D) Australia

Answer: D

Diff: 3 Page Ref: 56

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

133) _____ embodies a culture's fundamental organization.

- A) Religion
- B) Government
- C) Social structure
- D) Social mobility

Answer: C

Diff: 2 Page Ref: 56

Objective: Chapter 2-LO2

134) Factors that normally determine social status include all of the following EXCEPT

- _____.
- A) family heritage
 - B) income
 - C) occupation
 - D) gender

Answer: D

Diff: 1 Page Ref: 56

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

135) A _____ is a collection of two or more people who identify and interact with one another and contribute to self-image.

- A) class system
- B) social stratification
- C) caste system
- D) social group

Answer: D

Diff: 1 Page Ref: 56

Objective: Chapter 2-LO2

136) Which of the following is NOT an important element of social structure?

- A) Social group associations
- B) Social aesthetics
- C) Social status
- D) Social mobility

Answer: B

Diff: 2 Page Ref: 56

Objective: Chapter 2-LO2

137) Which of the following refers to the process of ranking people into social layers or classes?

- A) Social attitude
- B) Social stratification
- C) Social structure
- D) Social mobility

Answer: B

Diff: 2 Page Ref: 56

Objective: Chapter 2-LO2

138) A _____ is a system of social stratification in which people are born into a social ranking, with no opportunity for social mobility.

- A) moksha system
- B) class system
- C) caste system
- D) kosher system

Answer: C

Diff: 1 Page Ref: 57

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

139) A _____ is a system of social stratification in which personal ability and action decide social status and mobility.

- A) moksha system
- B) class system
- C) caste system
- D) kosher system

Answer: B

Diff: 1 Page Ref: 57

Objective: Chapter 2-LO2

140) Which of the following is the most common form of social stratification in the world today?

- A) Moksha system
- B) Class system
- C) Caste system
- D) Kosher system

Answer: B

Diff: 2 Page Ref: 57

Objective: Chapter 2-LO2

141) The world's single largest religion is _____.

- A) Jewish
- B) Christianity
- C) Islamic
- D) Confucianism

Answer: B

Diff: 2 Page Ref: 60

Objective: Chapter 2-LO2

142) Which of the following believes that salvation comes from faith in God and that hard work gives glory to God?

- A) Hindus
- B) Muslims
- C) Buddhists
- D) Protestants

Answer: D

Diff: 3 Page Ref: 60

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

143) The world's second largest religion is _____.

- A) Judaism
- B) Hinduism
- C) Islam
- D) Confucianism

Answer: C

Diff: 3 Page Ref: 60

Objective: Chapter 2-LO2

144) Nations governed by which religion segregate the sexes at certain activities and locations such as in school?

- A) Confucianism
- B) Hinduism
- C) Buddhism
- D) Islam

Answer: D

Diff: 2 Page Ref: 60

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

145) For Hindus, the highest goal of life is _____.

- A) moksha
- B) halal
- C) kosher
- D) material wealth

Answer: A

Diff: 2 Page Ref: 61

Objective: Chapter 2-LO2

146) When translated, Shinto means _____.

- A) moksha and nirvana
- B) way of the gods
- C) escaping from reincarnation
- D) kosher

Answer: B

Diff: 3 Page Ref: 63

Objective: Chapter 2-LO2

147) A system of conveying thoughts, feelings, knowledge, and information through speech, writing, and actions is called _____.

- A) literature and the arts
- B) communication
- C) dictation
- D) promotion

Answer: B

Diff: 1 Page Ref: 63

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

148) Linguistically different segments of a population are often culturally, socially, and politically _____.

- A) peaceful
- B) volatile
- C) similar
- D) distinct

Answer: D

Diff: 2 Page Ref: 63

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

149) _____ is a third or "link" language that is understood by two parties who speak different native languages.

- A) Shehita franca
- B) Halal franca
- C) Lingua franca
- D) Lingua hejab

Answer: C

Diff: 2 Page Ref: 65

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

150) Body language includes all of the following EXCEPT _____.

- A) unarticulated thoughts
- B) eye contact
- C) physical greetings
- D) facial expressions

Answer: A

Diff: 3 Page Ref: 66

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

151) _____ is crucial for passing on traditions, customs, and values.

- A) Education
- B) Religion
- C) Manners
- D) Lifestyles

Answer: A

Diff: 2 Page Ref: 67

Objective: Chapter 2-LO2

152) _____ is the departure of highly educated people from one profession, geographic region, or nation to another.

- A) Social mobility
- B) Education drain
- C) Power drain
- D) Brain drain

Answer: D

Diff: 2 Page Ref: 68

Objective: Chapter 2-LO2

153) Which of the following aspects of the physical environment heavily influence a people's culture?

- A) Topography and climate
- B) Topography and communication
- C) Climate and customs
- D) Lifestyle and customs

Answer: A

Diff: 3 Page Ref: 68

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO4

154) Isolated cultures are less exposed to the _____ of other peoples.

- A) climates
- B) cultural traits
- C) lingua mokshas
- D) ethnocentricities

Answer: B

Diff: 3 Page Ref: 68

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO4

155) All the technology used in a culture to manufacture goods and provide services is called its _____.

- A) technological culture
- B) popular culture
- C) Hofstede culture
- D) material culture

Answer: D

Diff: 2 Page Ref: 69

Topic: AACSB: Use of IT

Objective: Chapter 2-LO4

156) The Kluckhohn-Strodtbeck framework compares cultures along each of the following dimensions EXCEPT _____.

- A) Do people believe their environment controls them, they control their environment, or they are part of nature?
- B) Do people focus on past events, the present, or future implications of their actions?
- C) Do people embrace or avoid uncertainty and egalitarianism?
- D) Do people believe individuals or groups are responsible for each person's welfare?

Answer: C

Diff: 3 Page Ref: 70

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO5

157) All of the following are dimensions developed by Hofstede for examining cultures EXCEPT _____.

- A) individualism versus collectivism
- B) power distance
- C) uncertainty avoidance
- D) achievement versus nurturing
- E) caste system versus class system

Answer: E

Diff: 2 Page Ref: 71-72

Objective: Chapter 2-LO5

158) According to Hofstede, which of the following describes the degree of inequality between people in different occupations?

- A) Power distance
- B) Uncertainty avoidance
- C) Individualism
- D) Collectivism

Answer: A

Diff: 3 Page Ref: 71

Objective: Chapter 2-LO5

159) The Hofstede dimension that captures the extent to which a culture emphasizes the individual versus the group is _____.

- A) anarchy versus collectivism
- B) democracy versus totalitarianism
- C) individualism versus collectivism
- D) capitalism versus communism

Answer: C

Diff: 3 Page Ref: 71

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO5

160) Characteristics of group-oriented cultures include all of the following EXCEPT _____.

- A) individual risk-taking
- B) shared responsibility
- C) collective goals
- D) maintaining harmony

Answer: A

Diff: 3 Page Ref: 71

Objective: Chapter 2-LO5

Scenario: BetsyPurses.com

Betsy Franklin, a young entrepreneur from Philadelphia, started her hand-crocheted purse business seven years ago. Betsy's business has since thrived and employs 150 people. Most of Betsy's business is within the United States with an occasional international order. But Betsy now wants to make a concerted effort to grow international sales, and is designing her Web site to attract more customers located abroad. Betsy is meeting with Bob Rufus, a Web site designer, for help with the project.

161) In choosing colors that comprise the background of the Web site, Betsy should _____.

- A) go for simplicity by using a black-and-white site throughout Asia
- B) pick a pastel color scheme for Japan
- C) avoid pastel colors in Europe and choose primary colors instead
- D) use the same color scheme globally so as to not confuse customers

Answer: B

Diff: 3 Page Ref: 50

Topic: AACSB: Communication

Objective: Chapter 2-LO2

162) Betsy is contemplating translating her company's Web site into several different languages for various national markets. What should Bob advise Betsy to do?

- A) Use the U.S. flag to signify the English-only nature of the Web site because translation is too costly
- B) Use only the flags of the U.S., China, and Spain to signify the U.S., British, Chinese, Spanish, and Mexican national Web sites
- C) Use the flags of the U.S., Britain, China, Spain, and Mexico to signify the U.S., British, Chinese, Spanish, and Mexican national Web sites
- D) Use photos of the presidents/prime ministers of the U.S., Britain, China, Spain, and Mexico to signify each national Web site

Answer: D

Diff: 3 Page Ref: 50

Topic: AACSB: Communication

Objective: Chapter 2-LO2

163) Betsy believes her success rests on her careful listening and responding to customers' needs. To ensure that her customers abroad can provide feedback easily, Betsy should _____.

- A) set a fixed time for customers to call, such as from 3 to 5 p.m., Eastern Standard Time
- B) switch to the 12-hour clock commonly used outside the United States
- C) learn what prospective customers seek to accomplish on her Web site
- D) ignore issues related to time since her customers will be familiar with the U.S. system

Answer: C

Diff: 2 Page Ref: 50

Topic: AACSB: Communication

Objective: Chapter 2-LO2

164) For the past seven years, Betsy's business telephone number has been 1-800-4purses (1-800-478-7737). For her international markets, Betsy may want to do all of the following EXCEPT _____.

- A) keep the same toll-free phone number domestically to avoid confusing U.S. customers
- B) launch toll-free phone numbers in each national market because the 1-800 system is unique to the United States
- C) keep using the number 4 because it is considered lucky in Chinese-speaking cultures
- D) include the numbers 8 and 9 because they signal prosperity in Chinese-speaking cultures

Answer: C

Diff: 3 Page Ref: 50

Objective: Chapter 2-LO2

Scenario: HR Experts, Inc.

You were just hired at HR Experts, Inc., a diverse and global human resources consulting company. This, your first day on the job, you are assigned to a trouble-shooting group comprising individuals from different cultures. Your team members are Tom, Ketan, Yoshi, Hung Shin, and Nazam. During the course of the day working in the group, you try to put people's names and faces with their cultures and beliefs.

165) Which of the following will NOT help you in determining your team members' cultures and beliefs?

- A) Manners and customs
- B) Eye color
- C) Religion
- D) Values and attitudes
- E) Spoken language

Answer: B

Diff: 1 Page Ref: 49

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

166) Hearing Ketan's comment, Tom responded, "I believe that salvation comes from faith in God and that hard work gives glory to God. So my friend, work hard and have faith in God." Which religion do you believe Tom practices?

- A) Protestantism
- B) Buddhism
- C) Hinduism
- D) Islam
- E) Confucianism

Answer: A

Diff: 2 Page Ref: 60

Topic: AACSB: Analytic Skills

Objective: Chapter 2-LO2

167) To celebrate you joining the group, everyone goes to a local restaurant for dinner after work. When ordering drinks, Nazam says he cannot drink alcoholic beverages because his religion forbids it, and that he must eat quickly so he can attend evening prayers. Which religion might Nazam be practicing?

- A) Shinto
- B) Buddhism
- C) Hinduism
- D) Islam
- E) Confucianism

Answer: D

Diff: 2 Page Ref: 60

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

168) You overheard Ketan making a remark, "I do not want to come back in the next life as an insect. I want to do right and achieve moksha." Based on this comment, which religion do you believe Ketan practices?

- A) Protestantism
- B) Buddhism
- C) Hinduism
- D) Islam
- E) Confucianism

Answer: C

Diff: 3 Page Ref: 61

Objective: Chapter 2-LO2

169) You observe Yoshi frequently bowing to you, other associates, and senior executives in the company. Which country might Yoshi come from?

- A) Japan
- B) The Netherlands
- C) Australia
- D) Jamaica
- E) India

Answer: A

Diff: 2 Page Ref: 66

Objective: Chapter 2-LO2

Scenario: Ian Richards, International Executive

Ian Richards is vice president of new business development for a British-based Internet company. He will soon attend an international symposium on global Internet marketing in Brazil where he will meet people from around the world.

170) When Ian attends a luncheon with several Arab delegates he does not know, he should _____.

- A) not use his left hand to pour drinks for his Arab associates
- B) wear a turban
- C) avoid steady eye contact
- D) bow about 30 degrees to each delegate

Answer: A

Diff: 2 Page Ref: 54

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

171) When Ian meets with Emilio Perez, a businessman from Mexico, he should _____.

- A) stand at arm's length or further from Perez so as to not offend him
- B) do whatever it takes to not be late for the meeting
- C) get down to business immediately after exchanging pleasantries
- D) none of the above

Answer: D

Diff: 3 Page Ref: 66

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

172) After the symposium, Ian meets several company vice-presidents from the Japan office.

When meeting with the Japanese associates, Ian should _____.

- A) bow around 15 degrees
- B) bow around 30 degrees
- C) bow around 45 degrees
- D) simply shake hands but do not bow

Answer: A

Diff: 3 Page Ref: 66

Topic: AACSB: Analytic Skills

Objective: Chapter 2-LO2

173) In attendance with the Japanese vice-presidents is a regional manager, Hideki Yoshimura, who recently committed some costly errors for the company. If Mr. Yoshimura bows at 45 degrees, Ian should feel _____.

- A) insulted
- B) Mr. Yoshimura expects an apology
- C) Mr. Yoshimura has apologized
- D) the need to hug Mr. Yoshimura

Answer: C

Diff: 1 Page Ref: 66

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

174) Ian ends most of his meetings with the thumbs up signal indicating that all is good. When meeting representatives from Italy, he should _____.

- A) avoid making the gesture
- B) tap his nose instead
- C) make the gesture as usual
- D) make the gesture and then shake all hands

Answer: A

Diff: 2 Page Ref: 66

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

Scenario: Global Trading, Inc.

Global Trading, Inc. (GTI) is a company that manufactures and markets in over 40 countries and has 75,000 employees. GTI is concerned about understanding and managing not only its employees abroad, but also its suppliers and customers. Jamie, a consultant with Diversity Training International, is supervising a cross-cultural project for GTI and proposes using the Hofstede framework for analyzing cultures. Executives with GTI are interested in the framework, but have many questions.

175) Jamie presents GTI managers with the following list of Hofstede dimensions to test their understanding of the framework. Which dimension should the managers identify as the one that does not belong?

- A) Quantity versus quality of life
- B) Uncertainty avoidance
- C) Individualism versus collectivism
- D) Caste system versus class system
- E) Power distance

Answer: D

Diff: 1 Page Ref: 71-73

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO5

176) One manager indicates that her subsidiary experiences high turnover, people follow few rules in regulating their behavior, and this seems to be characteristic of the national culture. Which one of Hofstede's dimensions might measure these characteristics?

- A) Quantity versus quality of life
- B) Uncertainty avoidance
- C) Individualism versus collectivism
- D) Caste system versus class system
- E) Power distance

Answer: B

Diff: 2 Page Ref: 71-73

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO5

177) Which one of the following dimensions would address a manager's concern for a more relaxed lifestyle in one national subsidiary versus power and wealth-hungry employees in another?

- A) Quantity versus quality of life
- B) Uncertainty avoidance
- C) Individualism versus collectivism
- D) Caste system versus class system
- E) Power distance

Answer: A

Diff: 1 Page Ref: 71-73

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO5

178) Which one of the following dimensions might help Jamie understand group dynamics at his subsidiary?

- A) Quantity versus quality of life
- B) Uncertainty avoidance
- C) Individualism versus collectivism
- D) Caste system versus class system
- E) Power distance

Answer: C

Diff: 1 Page Ref: 71-73

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO5

179) Success in international business can often be traced to a deep understanding of some aspect of a people's _____ environment.

Answer: commercial

Diff: 2 Page Ref: 46

Objective: Chapter 2-LO1

180) _____ is the set of values, beliefs, rules and institutions held by a specific group of people.

Answer: Culture

Diff: 1 Page Ref: 46

Objective: Chapter 2-LO1

181) The belief that a person's ethnic group or culture is superior to that of others is called _____.

Answer: ethnocentricity

Diff: 1 Page Ref: 46

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO1

182) _____ refers to detailed knowledge about a culture that enables a person to function effectively within it.

Answer: Cultural literacy

Diff: 2 Page Ref: 47

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

183) When we speak of culture, we usually think in terms of _____.

Answer: national culture

Diff: 2 Page Ref: 47

Objective: Chapter 2-LO1

184) A _____ can differ from the dominant culture in language, race, lifestyle and values.

Answer: subculture

Diff: 1 Page Ref: 48

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

185) _____ culture extends from Northwest Africa to the Middle East.

Answer: Arab

Diff: 2 Page Ref: 49

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

186) The part of culture considered "good taste" in the arts is called _____.

Answer: aesthetics

Diff: 2 Page Ref: 49

Objective: Chapter 2-LO2

187) _____ are ideas, beliefs and customs to which people are emotionally attached.

Answer: Values

Diff: 2 Page Ref: 50

Objective: Chapter 2-LO2

188) _____ are positive or negative evaluations, feelings, or tendencies that individuals harbor toward objects or concepts.

Answer: Attitudes

Diff: 1 Page Ref: 51

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

189) While values are quite rigid over time, _____ are more flexible.

Answer: attitudes

Diff: 2 Page Ref: 51

Objective: Chapter 2-LO2

190) It usually takes _____ to conduct business in Latin America than in the United States or Northern Europe.

Answer: more time

Diff: 3 Page Ref: 51

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

191) People in _____ and _____ cultures tend to be casual about time.

Answer: Latin American, Mediterranean

Diff: 3 Page Ref: 51

Objective: Chapter 2-LO2

192) Gestures, material objects, traditions, and concepts that represent a culture's way of life are called _____.

Answer: cultural traits

Diff: 2 Page Ref: 52

Objective: Chapter 2-LO3

193) The process whereby cultural traits spread from one culture to another is called _____.

Answer: cultural diffusion

Diff: 2 Page Ref: 52

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO3

194) The replacement of one culture's traditions, folk heroes, and artifacts with substitutes from another is known as _____.

Answer: cultural imperialism

Diff: 1 Page Ref: 52

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO3

195) _____ is a system in which a supervisor walks an employee through every step of an assignment or task and monitors the results at each stage.

Answer: Situational management

Diff: 3 Page Ref: 53

Topic: AACSB: Analytic Skills

Objective: Chapter 2-LO3

196) Understanding a country's _____ helps us to avoid making embarrassing mistakes or offending people.

Answer: manners and customs

Diff: 3 Page Ref: 54

Objective: Chapter 2-LO2

197) Appropriate ways of behaving, speaking, and dressing in a culture are called _____.

Answer: manners

Diff: 1 Page Ref: 54

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

198) Conducting business during meals is a common practice in _____.

Answer: the United States

Diff: 1 Page Ref: 54

Objective: Chapter 2-LO2

199) In _____, it is poor manners to bring up business at mealtime unless the host does so first.

Answer: Mexico

Diff: 2 Page Ref: 54

Objective: Chapter 2-LO2

200) _____ define appropriate habits or behaviors in specific situations.

Answer: Customs

Diff: 2 Page Ref: 54

Objective: Chapter 2-LO2

201) Wearing blue jeans and playing golf are both _____.

Answer: popular customs

Diff: 1 Page Ref: 54

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

202) Two types of customs are _____ and _____ customs.

Answer: folk, popular

Diff: 2 Page Ref: 54

Objective: Chapter 2-LO2

203) _____ is behavior, often dating back several generations, that is practiced by a homogeneous group of people.

Answer: Folk custom

Diff: 3 Page Ref: 54

Objective: Chapter 2-LO2

204) A _____ is behavior shared by a heterogeneous group or by several groups.

Answer: popular custom

Diff: 3 Page Ref: 54

Objective: Chapter 2-LO2

205) _____ embodies a culture's fundamental organization, including its groups and institutions, its system of social positions and their relationships and the process by which its resources are distributed.

Answer: Social structure

Diff: 2 Page Ref: 56

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO2

206) Collections of two or more people who identify and interact with one another are known as _____.

Answer: social groups

Diff: 3 Page Ref: 56

Objective: Chapter 2-LO2

207) The practice of hiring relatives is called _____.

Answer: nepotism

Diff: 2 Page Ref: 56

Topic: AACSB: Ethical Reasoning; Reflective Thinking

Objective: Chapter 2-LO2

208) The process of ranking people into social layers or classes is called _____.

Answer: social stratification

Diff: 3 Page Ref: 56

Objective: Chapter 2-LO2

209) _____ is the ease with which individuals can move up or down a culture's social ladder.

Answer: Social mobility

Diff: 1 Page Ref: 57

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO2

210) A _____ is a system of social stratification in which people are born into a social ranking with no opportunity for social mobility.

Answer: caste system

Diff: 1 Page Ref: 57

Objective: Chapter 2-LO2

211) The most common form of social stratification in which personal ability and actions determine social status and mobility is called a _____.

Answer: class system

Diff: 1 Page Ref: 57

Objective: Chapter 2-LO2

212) The world's second largest religion is _____.

Answer: Islam

Diff: 3 Page Ref: 60

Objective: Chapter 2-LO2

213) Understanding a culture's _____ provides great insight into a people's thoughts and actions.

Answer: language

Diff: 3 Page Ref: 63

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

214) A _____ is a third or "link" language that is understood by two parties who speak different languages.

Answer: lingua franca

Diff: 2 Page Ref: 65

Topic: AACSB: Communication; Multicultural and Diversity

Objective: Chapter 2-LO2

215) The departure of highly educated people from one profession, geographic region, or nation to another is called _____.

Answer: brain drain

Diff: 2 Page Ref: 68

Objective: Chapter 2-LO2

216) _____ refers to all the physical features that characterize the surface of a geographic region.

Answer: Topography

Diff: 1 Page Ref: 68

Objective: Chapter 2-LO4

217) Hofstede's five dimensions of culture are _____, _____, _____, _____, and _____.

Answer: individualism vs. collectivism, power distance, uncertainty avoidance, achievement vs. nurturing, long-term orientation

Diff: 3 Page Ref: 71-72

Topic: AACSB: Reflective Thinking

Objective: Chapter 2-LO5

218) Identify the significant cultural issues involved when evaluating the attractiveness of a particular location as a place for doing business.

Diff: 2 Page Ref: 46

Objective: Chapter 2-LO1

219) Explain the concept of culture and how people can accommodate and understand it.

Diff: 3 Page Ref: 46-47

Objective: Chapter 2-LO1

220) Describe two instances in which nation-states can support and promote national culture, giving examples.

Diff: 2 Page Ref: 47-48

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

221) Why is it important for firms to recognize and understand the concept of subculture? Provide an example with your answer.

Diff: 2 Page Ref: 48

Topic: AACSB: Multicultural and Diversity

Objective: Chapter 2-LO1

222) Describe any three major components of culture.

Diff: 2 Page Ref: 49-69

Objective: Chapter 2-LO2

- 223) Briefly explain how cultures differ in their attitudes toward cultural change.
Diff: 3 Page Ref: 52-53
Topic: AACSB: Multicultural and Diversity
Objective: Chapter 2-LO3
- 224) Explain how customs differ from manners and give examples of two types of customs.
Diff: 2 Page Ref: 54-55
Objective: Chapter 2-LO2
- 225) Describe the concept of social structure and how it affects companies doing business abroad.
Diff: 3 Page Ref: 56-57
Objective: Chapter 2-LO2
- 226) Describe three different religions and how they relate to business practices.
Diff: 3 Page Ref: 57-63
Topic: AACSB: Analytic Skills
Objective: Chapter 2-LO2
- 227) Discuss the concept of lingua franca and how it affects communication in international business.
Diff: 1 Page Ref: 65-66
Topic: AACSB: Communication; Multicultural and Diversity
Objective: Chapter 2-LO2
- 228) Describe brain drain and its impact (positive and negative) on an economy.
Diff: 1 Page Ref: 68
Objective: Chapter 2-LO2
- 229) Describe the relation between culture and the physical environment, explaining the roles of topography and climate.
Diff: 3 Page Ref: 68-69
Topic: AACSB: Reflective Thinking
Objective: Chapter 2-LO4
- 230) Explain the Kluckhohn-Strodtbeck framework and illustrate your answer by profiling a culture on each dimension.
Diff: 3 Page Ref: 70-71
Topic: AACSB: Analytic Skills
Objective: Chapter 2-LO5
- 231) Explain the Hofstede framework. Provide an example for each dimension.
Diff: 3 Page Ref: 71-73
Objective: Chapter 2-LO5

232) Compare and contrast Hofstede's framework of culture with that of Kluckhohn-Strodtbeck.
Diff: 3 Page Ref: 70-73
Topic: AACSB: Analytic Skills
Objective: Chapter 2-LO5