

Test Bank for Global Marketing Practical Insights and International Analysis 1st Edition by Farrell ISBN

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Test Bank Instructors

Multiple Choice

1. Which one of the following is **NOT** an element of culture?

- (a) Non-verbal language
- (b) Religion
- (c) Aesthetics
- (d) Education
- (e) Enculturation

Answer: (e)

2. In high context societies the meaning of individual behaviour and speech changes depending on the situation or context. True/False?

- (a) True
- (b) False

Answer: (a)

3. Tony, a Canadian, had never worked in this foreign country before his current assignment. He had been working in the country now for four weeks and was generally happy and engaged.

While Tony liked his job and new colleagues he could not get used to the fact that they showed no respect for time. They would show up late for meetings and did not seem to care. Tony is most likely working in_____.

- (a) Germany
- (b) Mexico
- (c) The UK
- (d) The U.S.

Answer: (b)

4. In Hofstede's framework **power distance** refers to:

- (a) People's need to have control in their lives
- (b) People's need to exercise control over others

- (c) The extent to which societal inequity is accepted
- (d) The extent to which money translates into power in society
- (e) The extent to which women are different from men in their use of power

Answer: (c)

5. In Hofstede's framework **uncertainty avoidance** refers to:

- (a) People's need to avoid situations of cultural conflict
- (b) People's tendency to have an unrealistic view of cultural distance
- (c) The extent to which society tolerates ambiguity

(d) The extent to which society avoids cultural literacy training

Answer: (c)

6. The belief that it is unpatriotic or even morally wrong to purchase foreign products is found among some segments of Japanese society. Japanese who hold such views are described as being_____.

(a) Consumer ethnocentric

(b) Technological laggards

(c) Localized

(d) Culturally grounded

Answer: (a)

7. It is important for international marketers to understand the religious context in which they do business because:

(a) Religion affects attitudes towards money

(b) Religion affects business practices such as gift giving and the scheduling of meetings

(c) Religion is correlated with corruption in many societies

(d) (a) and (b)

(e) (b) and (c)

Answer: (d)

8. Problems may arise when a manager_____in one culture has to adjust to a completely different culture.

(a) Localized

(b) Adapted

(c) Encultured

(d) Acculturated

Answer: (c)

9. A society's score on the masculinity-femininity dimension of Hofstede's framework will be related to the percentage of males vs. females in the population.

(a) True

(b) False

Answer: (a)

10. Mary, a Canadian executive, did not know why she needed to waste her time attending this workshop. She was relocating to India on a long term assignment for the company and was due to leave in six weeks. Instead of allowing her time to work on the financials for the new operation her boss had sent her on a three-day workshop to learn about Indian culture. Even though Mary did not 'get it' her boss was trying to improve her:

(a) Cultural literacy

(b) Cultural legitimacy among Indians

(c) Cultural ethnocentricity

(d) Individualism

(e) Masculinity-femininity dimension

Answer: (a)

Short Answer Questions

1. Define the term 'culture'. Describe one analytical framework that may be used to measure and analyze the culture of a society.
2. What is the difference between the terms 'enculturation' and 'acculturation'?
3. Religion is an element of culture. How does the religion of the host country impact the role of the global marketing manager?
4. How can the concept of consumer ethnocentrism be measured? Why is an understanding of this concept important to the global marketer?
5. What are the four stages involved in the development of cultural knowledge and skill?