Test Bank

Chapter 1: Challenges of living in a global community

Multiple choice questions

1. Which of the following statements best describes the idea of 'global village', which Marshall McLuhan original referred to?

a. the way in which housing becoming more alike across the world

*b. the way in which communication technology was bringing remote areas of the world together

c. the way in which the internet allowed borderless communications

d. the way in which societies were becoming increasingly culturally diverse

2. Internet-based romantic relationship is gaining popularity. What does this fact illustrate?

*a. the increase of the mobility of society

b. the decline of telephone as a means of communication

c. the high expenses of travelling to meet with romantic partners

d. Everybody nowadays knows how to use Internet.

3. Which of the following is one of the main reasons for multinational corporations to move their operations overseas?

*a. cheaper labor costs

b. less competition

c. less distance to travel to work

d. better climate

4. Which of the following is NOT a consequence of the flow of migrant workers?

a. increased ethnic competition

b. conflict in expectations at work

*c. higher level of trust between workers of different ethnic backgrounds

d. challenge created for the political, cultural and social life of the host society

5. According to the UN Department for Economic and Social Affairs, which country hosted the most international migrants between the 2010 and 2015?

*a. the United States

b. South Africa

c. Germany

d. Brazil

6. Which continent is the birthplace of the largest number of immigrants between 2010 and 2015, according to the UN Department for Economic and Social Affairs 2017 report?

a. North Africa

b. South America

c. Eastern Europe

*d. Asia

7. Multiculturalism has become a popular concept of our society today. What does multiculturalism refer to at the attitudinal level?

a. people's tolerance of diversity

b. people's acceptance of equal societal participation

*c. people's tolerance of diversity and their acceptance of equal societal participation

d. neither people's tolerance of diversity nor their acceptance of equal societal participation

8. Some countries tightened entry restrictions for immigrants to control diversity. This is an illustration of the concern over the threat of ethnic culture on _____.

a. the mainstream cultural values

b. the distribution of political power structure

c. employment opportunities

*d. all of these

9. Which of the following statements best describes cultural relativism?

a. the belief that one's own culture is superior to others

*b. the belief that a culture should be interpreted in its context

c. the belief that all cultural stereotypes are accurate

d. the belief that ethnic cultural characteristics are unique to the ethnic group

10. Communicating with unfamiliar cultures does not simply mean finding a translator to facilitate discussions in a foreign language. To understand the significance of a message from someone, you do NOT need to understand _____.

*a. the linguistic system of the language the other person speaks

b. the values that weigh heavily in that person's view of the world

c. what to expect when someone engages in particular communication behaviour

d. none of these

11. Cross-cultural adjustment is a two way process. Which of the following statements is true about this process?

*a. Both the immigrant group and the host nationals undergo psychological and sociological adjustment.

b. Only migrants undergo cross-cultural adjustment in the host country.

c. The attitude of ethnic communities has a strong influence on the migrants' cross-cultural adjustment.

d. Only the host nationals undergo cross-cultural adjustment because of the presence of migrants in their country.

12. Held and McGrew identified three different perspectives on globalization. Which of the following statements best characterizes a transformationalist perspective?

a. Globalization is an inevitable development which cannot be resisted or significantly influenced by human intervention.

b. Globalization is influenced particularly through traditional political institutions, such as nation-states.

c. Globalization as a new phase has been exaggerated because most economic and social activity is regional, rather than global.

*d. Globalization represents a significant shift, but there is still significant scope for national, local and other agencies.

Short answer questions

1. What is the definition of 'globalization, according to Goonasekera?

Ans: Goonasekera defines globalization as the widening, deepening and speeding up of worldwide interconnectedness in all aspects of contemporary social life. In particular, this interconnectivity breaks down the boundary between the East and the West, thanks to communication technologies.

2. How does the internet revolution impact business operations? Answer this question by drawing upon evidence from the textbook.

Ans: The internet revolution, particularly since around 1990, means that a very high proportion of work-related communication takes place via email, instant messaging, Skype, video conferencing, mobile phone, and social media. For example, work-related activities such as selection interviewing, service encounters, decision-making meetings, and business negotiations are routinely conducted through mediated, rather than face-to-face, communication. The pervasive reliance on the Internet for work communication, along with the increasingly diverse ethnic composition of the workforce, makes businesses realize the importance of intercultural understanding in workplaces where people from different ethnic backgrounds work side by side.

3. How is the term 'cultural home' defined? Why is it not necessarily related to the geographic location?

Ans: The concept of cultural home refers to an individual's sense of belonging to an ethnic, racial or geographic community with shared traditions and practices (Vivero and Jenkins, 1999). A cultural home provides its members with emotional attachments to a cultural group as well as communicates a sense of identity and belonging to its members who share a common history and culture, and even similar physical features. Although a cultural home is often related closely to a geographical location, a stable location is not always an essential defining feature of a cultural home. For example, Gypsies are nomadic people; they move

geographically all the time, but their cultural home travels with them. They own no territory but each community sustains a cultural identity through their language, strong traditions, rituals, dresses, social structure, and way of communication; all of these characteristics distinguish them from other cultural groups. Thus, the boundaries of cultural home can be symbolic.

4. What is Cantle's (2014) criticism of multiculturalism?

Ans: Cantle (2014) examined multiculturalism in a global society and its impact on identities from a European perspective, with its focus on race and the socio-economic analysis. He argues that while multiculturalism is right to continue to focus on inequalities, it has failed to adapt to super-diversity and the multifaceted aspects of difference and otherness, including those based on disability, age and gender. Further, Cantle believes that while multiculturalism has become rooted in differences between cultural groups within a nation, there is a lack of emphasis on an intercultural approach to support the changing concepts and patterns of national identity. The fundamental question yet to be answered is how we could increase the possibilities for peace, tolerance, and social cohesion by building relationships across many divides in a multicultural society.

5. How is Guanxi defined and practised in business exchanges involving Chinese partners? What cultural values underpin the practice of Guanxi?

Ans: The concept of *guanxi* is defined as good relationship or connections with business partners; it is particularly reflected in business negotiations with Chinese partners. The Chinese culture views human relationships as long-term, and consequently place great emphasis on cultivating a good relationship with their business partners prior to any business transaction. Non-economic factors such as acceptance, face-giving, complementary social reciprocity and trust may play a bigger role in influencing decision-making.