

Test Bank

Chapter One

In this test bank for *The Cultural Dimensions of International Business, 7e*, the questions are tagged according to the six levels of learning that help organize the text. Think of these six levels as moving from lower- to higher-level cognitive reasoning. The six levels are:

REMEMBER: a question involving recall of key terms or factual material
UNDERSTAND: a question testing comprehension of more complex ideas
APPLY: a question applying sociological knowledge to some new situation
ANALYZE: a question requiring identifying elements of an argument and their interrelationship
EVALUATE: a question requiring critical assessment
CREATE: a question requiring the generation of new ideas

The **30 questions** in this chapter's test bank are divided into two types. **Multiple Choice** questions span the broadest range of skills (almost half are "Remember" questions and the remainder are divided among four higher levels). **Essay Questions** are more demanding, because they include the three highest levels of cognitive reasoning (from "Analyze" to "Create").

Types of Questions

Easy to Difficult Level of Difficulty	Multiple Choice	Essay	Total Questions
Remember	11	0	11
Understand	8	0	8
Apply	4	0	4
Analyze	2	2	4
Evaluate	0	2	2
Create	0	1	1
Totals	25	5	30

MULTIPLE CHOICE

1. Which of the following organizations provides an example of the globalization of markets?
 - a. United Nations
 - b. European Union
 - c. Doctors Without Borders
 - d. World Health Organization(UNDERSTAND; answer b; page 2)

2. In the past 30 years, the percentage of the U.S. population that is foreign born has _____.
- a. declined by 10%
 - b. stayed the same
 - c. doubled
 - d. tripled
- (REMEMBER; answer c; page 2)
3. The text notes that Americans even outsource some religious rituals. To which type of transaction is the text referring?
- a. Priests in India conduct masses by e-mail request.
 - b. Buddhist monks are paid to chant for world peace.
 - c. Materials for religious services, such as communion wafers, are manufactured in Taiwan.
 - d. Many priests are Mexican-born immigrants to the U.S.
- (REMEMBER; answer a; page 3)
4. What role did the IT community have in resolving the 2002 conflict between India and Pakistan?
- a. They used their power to withhold funds from the Indian army.
 - b. They funded U.S. and European peacekeeping forces.
 - c. They convinced the governments to stand down, to prevent a disruption of the global economy.
 - d. They applied economic sanctions on India and Pakistan until the two governments came to a peace agreement.
- (UNDERSTAND; answer c; page 4)
5. Which of the following statements is the most accurate description of cultural anthropology?
- a. It looks for shared features, while also documenting variation among cultures.
 - b. It encourages the advancement of primitive cultures through globalization.
 - c. It attempts to preserve cultures in their current state by eliminating diffusion.
 - d. It aims to develop a single, homogenous world culture.
- (UNDERSTAND; answer a; page 5)
6. Which of the following research methods is a core concept in cultural anthropology?
- a. statistical modeling
 - b. laboratory analysis
 - c. excavation
 - d. participant observation
- (REMEMBER; answer d; page 5)
7. Describing other cultures in terms of the categories, concepts, and perceptions of the people being studied is known as the:
- a. *emic* approach
 - b. *etic* approach
 - c. *formic* approach
 - d. *faltic* approach

(REMEMBER; answer a; page 5)

8. Anthropologists known as _____ work inside many of the leading manufacturing and service companies around the world.
- a. linguistic and symbolic anthropologists
 - b. business and organizational anthropologists
 - c. forensic and biomedical anthropologists
 - d. international and domestic anthropologists
- (REMEMBER; answer b; page 5)

9. Why do international businesspeople need to study culture?
- a. because investors respect a well-rounded education
 - b. to prepare themselves for work in a new social environment
 - c. because there are no cultural universals to help understand a new market
 - d. to better understand buying habits of people in the past
- (APPLY; answer b; page 6)

10. What is a miniculture?
- a. a culture that emerges in rebellion to the standard culture
 - b. a group composed of people who have no traditional culture of their own
 - c. a culture that has a very small population but maintains distinct traditions
 - d. a group composed of people with different roles, statuses, and value systems
- (UNDERSTAND; answer d; page 8)

11. What important information does participant observation provide the business community?
- a. It creates unusual marketing campaigns to use in other cultures.
 - b. It gathers statistics through the use of detailed interview methods.
 - c. It reveals what people actually do, in contrast to what they say they do.
 - d. It explains why people purchase the things they do.
- (APPLY; answer c; page 8)

12. Market research provides information on _____, which is often lacking when American companies move abroad.
- a. values, attitudes, and buying practices
 - b. income and savings
 - c. employment and education
 - d. kinship and marital status
- (REMEMBER; answer a; page 9)

13. Which of the following is NOT a major component of all cultures, as defined by anthropologists?
- a. material objects
 - b. fine arts and philosophy
 - c. ideas, values, and attitudes
 - d. normative patterns of behavior
- (REMEMBER; answer b; page 11)

14. How do we know that culture is learned, not biological?
- a. Culture is too complex to be biological.
 - b. There are too many different cultures for them to be passed down genetically.
 - c. Children have the same culture as their parents.
 - d. A child adopted into a new country can easily learn the family's culture.
- (ANALYZE; answer d; page 12)
15. Which of the following best represents the relationship between biology and culture?
- a. Culture determines human biology.
 - b. Biology determines human culture.
 - c. All humans have basic biological needs, but culture determines the varied ways we meet those needs.
 - d. All humans have basic cultural needs, but biology determines the varied ways we meet those needs.
- (ANALYZE; answer c; page 13)
16. Which of the following is NOT an example of a universal cultural pattern?
- a. taxation laws
 - b. educational system
 - c. marriage customs
 - d. supernatural beliefs
- (REMEMBER; answer a; page 16)
17. Which of the following components of American culture best illustrates the concept of diffusion?
- a. iPods
 - b. jazz music
 - c. Hollywood
 - d. burritos
- (APPLY; answer d; page 18)
18. When items or ideas are borrowed from other cultures, they are frequently _____.
- a. used in the same manner they are currently used in the original culture
 - b. modified to better suit the recipient culture
 - c. used according to their traditional use in the original culture
 - d. modified so much that they are essentially a new invention
- (UNDERSTAND; answer b; page 19)
19. Which of the following situations is an example of a planned cultural change?
- a. French and Italian fashions quickly appear in New York City shops.
 - b. Hispanic students in Texas speak English at school and Spanish at home.
 - c. A nonprofit organization implements a program to improve child nutrition.
 - d. Traditional Scots-Irish music influences Appalachian folk music.
- (APPLY; answer c; page 20)
20. The tendency to evaluate a foreigner's behavior by the standards of your own culture is known as _____.

- a. ethnocentrism
 - b. ethnocentrism
 - c. cultural relativism
 - d. cultural exclusionism
- (REMEMBER; answer a; page 21)

21. What is meant by the statement “culture is an integrated system”?
- a. The culture is an amalgam of many cultures that came before it.
 - b. The culture has remained intact throughout history, with little to no diffusion.
 - c. The components of the culture are a random collection.
 - d. The components of the culture are interrelated into an organized system.
- (UNDERSTAND; answer d; page 23)

22. What features are characteristic of corporate cultures?
- a. morals, symbols, and legends
 - b. symbols, legends, and heroes
 - c. legends, heroes, and morals
 - d. heroes, morals, and symbols
- (REMEMBER; answer b; page 24)

23. Why was Wal-Mart’s “ten foot rule” not appropriate for its stores in Germany?
- a. German stores are smaller than American ones.
 - b. German customers value privacy while shopping.
 - c. German employees are less outgoing than Americans.
 - d. German law mandates certain patterns of behavior in shopping centers.
- (UNDERSTAND; answer b; page 25)

24. _____ is when people from two different cultures work together cooperatively, creating a better outcome than either group would have independently.
- a. community engagement
 - b. corporate cooperation
 - c. organizational synergy
 - d. cross-cultural dynamics
- (REMEMBER; answer c; page 26)

25. Why should cultural diversity be viewed as an asset rather than a liability?
- a. Diverse groups create a friendlier work environment.
 - b. Diverse groups attract the highest profile employees.
 - c. Diverse groups are more motivated to succeed.
 - d. Diverse groups outperform less diverse groups in creative tasks.
- (UNDERSTAND; answer d; page 27)

ESSAY QUESTIONS

1. Imagine that you are leading a course for employees to assist in your company’s expansion into a new country. Using clear examples, develop a explanation of the term *globalization* as it applies to international business for your employees.
- (CREATE)

2. What is the connection between cultural anthropology and international business? In your answer, first explain the academic framework of cultural anthropology (what it does, and why). Then, explain how this field of study can advance the goals of international business.
(ANALYZE)
3. Explain how business anthropology's two primary streams of research and practice differ, and how they complement one another. Then give an example of a topic of study that would be appropriate for each stream.
(EVALUATE)
4. How does the anthropological definition of *culture* differ from the more common use of this term? To which definition does *The Cultural Dimensions of International Business* best reflect?
(ANALYZE)
5. Choose one of the universal cultural patterns described in the chapter (e.g., marriage, economic systems). Within this framework, give an example of cultural variation between your own culture and another. How do these two variants fulfill the same basic needs?
(EVALUATE)