DLMINTIM01\_E\_Unit01\_Question01

In which of the following countries did Starbucks fail due to a lack of understanding of local coffee drinking culture?

* Australia (1 Pts)
* United Kingdom (0 Pts)
* Ireland (0 Pts)
* Spain (0 Pts)

DLMINTIM01\_E\_Unit01\_Question02

Which of the following strategies for operating across cultures involves a company entering a market and imitating the host culture in order to blend in?

* cultural accommodation (1 Pts)
* cultural dominance (0 Pts)
* cultural compromise (0 Pts)
* cultural avoidance (0 Pts)

DLMINTIM01\_E\_Unit01\_Question03

The visible and invisible aspects of national culture are often illustrated with which of the following analogies?

* culture iceberg (1 Pts)
* culture lake (0 Pts)
* culture mountain (0 Pts)
* culture volcano (0 Pts)

DLMINTIM01\_E\_Unit01\_Question04

Which of the following terms is used to describe cultures that tend to display less direct verbal and non-verbal communication?

* high-context cultures (1 Pts)
* high-maintenance cultures (0 Pts)
* high-sensitivity cultures (0 Pts)
* highly implicit cultures (0 Pts)

DLMINTIM01\_E\_Unit01\_Question05

Who referred to culture as “the collective programming of the mind”?

* Hofstede (1 Pts)
* Trompenaars (0 Pts)
* Adler (0 Pts)
* Hall (0 Pts)

DLMINTIM01\_E\_Unit02\_Question01

Which of the following countries is a MINT nation?

* Turkey (1 Pts)
* Nicaragua (0 Pts)
* Morocco (0 Pts)
* India (0 Pts)

DLMINTIM01\_E\_Unit02\_Question02

Which of the following terms describes the moving of production operations overseas in order to enjoy reduced costs?

* offshoring (1 Pts)
* re-shoring (0 Pts)
* outsourcing (0 Pts)
* insourcing (0 Pts)

DLMINTIM01\_E\_Unit02\_Question03

Which of the following is not one of the three core legal systems used across the world?

* statute law (1 Pts)
* common law (0 Pts)
* civil law (0 Pts)
* Islamic law (0 Pts)

DLMINTIM01\_E\_Unit02\_Question04

Which of the following was not one of the four types of corporate culture identified by Trompenaars and Hampden-Turner (2012)?

* space rocket (1 Pts)
* family (0 Pts)
* Eiffel tower (0 Pts)
* incubator (0 Pts)

DLMINTIM01\_E\_Unit02\_Question05

Which of the following terms describes the belief that one’s own culture is superior to all others?

* ethnocentrism (1 Pts)
* egocentrism (0 Pts)
* polycentrism (0 Pts)
* theocentrism (0 Pts)

DLMINTIM01\_E\_Unit03\_Question01

In which of the following countries are almost one half of all professional and managerial positions now held by women?

* USA (1 Pts)
* Japan (0 Pts)
* Germany (0 Pts)
* Netherlands (0 Pts)

DLMINTIM01\_E\_Unit03\_Question02

Which of the following countries has the smallest gender inequality gap?

* Iceland (1 Pts)
* Ireland (0 Pts)
* Germany (0 Pts)
* Denmark (0 Pts)

DLMINTIM01\_E\_Unit03\_Question03

Which of these leadership attributes is, according to the GLOBE study, viewed positively across all cultures?

* integrity (1 Pts)
* ambition (0 Pts)
* enthusiasm (0 Pts)
* sensitivity (0 Pts)

DLMINTIM01\_E\_Unit03\_Question04

According to McFarlin and Sweeney (2017), which of the following is the most suitable leadership style in an individualist culture?

* participative (1 Pts)
* directive (0 Pts)
* supportive (0 Pts)
* achievement-oriented (0 Pts)

DLMINTIM01\_E\_Unit03\_Question05

Which of the following countries is most likely to carry out contingency planning?

* United Kingdom (1 Pts)
* Russia (0 Pts)
* China (0 Pts)
* Mexico (0 Pts)

DLMINTIM01\_E\_Unit04\_Question01

Which of the following terms describes a business strategy in which both local and global considerations are taken into account?

* glocalization (1 Pts)
* localization (0 Pts)
* globalization (0 Pts)
* regionalization (0 Pts)

DLMINTIM01\_E\_Unit04\_Question02

What is the name of the quality that causes a product to be attractive to a market due to the fact that the product comes from a different cultural setting?

* exoticism (1 Pts)
* novelty (0 Pts)
* esotericism (0 Pts)
* unfamiliarity (0 Pts)

DLMINTIM01\_E\_Unit04\_Question03

In which of the following countries is an employee most likely to be protected by union representation?

* Germany (1 Pts)
* US (0 Pts)
* UK (0 Pts)
* Japan (0 Pts)

DLMINTIM01\_E\_Unit04\_Question04

For which product would a standardized approach to the marketing mix be the least appropriate?

* toilet rolls (1 Pts)
* luxury clothing brand (0 Pts)
* French wine (0 Pts)
* hi-tech products (0 Pts)

DLMINTIM01\_E\_Unit04\_Question05

In which country would a marketing campaign emphasizing facts and figures about a product be most suitable?

* Germany (1 Pts)
* US (0 Pts)
* India (0 Pts)
* China (0 Pts)

DLMINTIM01\_E\_Unit05\_Question01

Concerning business ethics, which of these terms is often described as the “when in Rome” approach?

* cultural relativism (1 Pts)
* cultural localism (0 Pts)
* cultural universalism (0 Pts)
* cultural provincialism (0 Pts)

DLMINTIM01\_E\_Unit05\_Question02

According to Transparency International, the global coalition against corruption, what percentage of businesspeople across the globe had paid a bribe to gain access to public services?

* 25 percent (1 Pts)
* 15 percent (0 Pts)
* 35 percent (0 Pts)
* 45 percent (0 Pts)

DLMINTIM01\_E\_Unit05\_Question03

According to Deresky (2017), which country is the world’s second largest exporter of fashion garments, but still has low wages, poor working conditions, and no worker representation?

* Bangladesh (1 Pts)
* China (0 Pts)
* India (0 Pts)
* Thailand (0 Pts)

DLMINTIM01\_E\_Unit05\_Question04

Which company openly endorses Creating Shared Value (CSV) on its corporate website?

* Nestle (1 Pts)
* Wal-Mart (0 Pts)
* HSBC (0 Pts)
* McDonald’s (0 Pts)

DLMINTIM01\_E\_Unit05\_Question05

In which of the following countries is the thumbs-up gesture perceived as insulting?

* Bangladesh (1 Pts)
* United Kingdom (0 Pts)
* China (0 Pts)
* USA (0 Pts)

DLMINTIM01\_E\_Unit06\_Question01

On which of Hofstede’s six value dimensions does Germany score the highest?

* long-term orientation (1 Pts)
* power distance (0 Pts)
* masculinity (0 Pts)
* indulgence (0 Pts)

DLMINTIM01\_E\_Unit06\_Question02

On which of Hofstede’s six value dimensions does the US score the highest?

* individualism (1 Pts)
* masculinity (0 Pts)
* indulgence (0 Pts)
* power distance (0 Pts)

DLMINTIM01\_E\_Unit06\_Question03

On which of Hofstede’s six value dimensions does China score the highest?

* long-term orientation (1 Pts)
* masculinity (0 Pts)
* uncertainty avoidance (0 Pts)
* indulgence (0 Pts)

DLMINTIM01\_E\_Unit06\_Question04

To what does the Chinese term dan wei refer?

* a person’s work group (1 Pts)
* a person’s status (0 Pts)
* a person’s friendships (0 Pts)
* a person’s family (0 Pts)

DLMINTIM01\_E\_Unit06\_Question05

In the US, to whom would it be forbidden to give a gift at a business meeting?

* a government employee (1 Pts)
* a member of the board of directors (0 Pts)
* a journalist (0 Pts)
* a CEO (0 Pts)