International Marketing 2nd edition Baack Test Bank

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Instructor Resource
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Test Bank

Chapter 2: Culture in International Marketing

1. According to the textbook, how many definitions of the word ‘culture’ does the English language provide?
a. over 160
b. over 200
c. over 60
d. over 260
e. over 20
Ans: A

2. Which of the following definitions best describes the characteristics of culture:
a. Culture is what an individual believes in.
b. Culture does not need to be shared with members of the same cultural group.
c. Culture is shared and collective, is human-made, and includes material and subjective aspects and is stable over time.
d. Culture consists of only the subjective aspects of people’s lives, and includes religious beliefs.
e. Culture is dynamic and changes constantly.
Ans: C

3. Material culture includes _____.
a. religious beliefs
b. values
c. political beliefs
d. artefacts
e. beliefs about gender roles
Ans: D

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4. Vegans do not consume _____.

a. potatoes

b. anything derived from animals

c. sunflower oil

d. alcohol

e. grains

Ans: B

5. Lacto-ovo vegetarians do not consume _____.

a. meat

b. dairy foods

c. eggs

d. alcohol

e. vegetables

Ans: A

6. Subjective culture includes the _____.

a. important paintings

b. furniture

c. architecture

d. beliefs and values

e. museums

Ans: D

7. What are the two factors that influence the origins of culture?

a. history and geography

b. religion and values

c. brands and advertising

d. consumer culture and organisational culture

e. humanities and arts

Ans: A

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8. The dimensions of Hofstede's model are _____.

a. power distance, individualism-collectivism, masculinity-femininity, uncertainty avoidance, short- or long-term orientation

b. power distance, individualism- collectivism, masculinity-femininity, uncertainty avoidance

c. power distance, individualism- collectivism, masculinity-femininity, uncertainty avoidance, gender egalitarianism

d. power distance, in-group individualism, masculinity-femininity, uncertainty avoidance, gender egalitarianism

e. power distance, in-group individualism, assertiveness, uncertainty avoidance, gender egalitarianism

Ans: A

9. The dimensions of GLOBE model are _____.

a. power distance, uncertainty avoidance, humane orientation, institutional collectivism, in-group collectivism, assertiveness, gender equality, future orientation, performance orientation

b. power distance, uncertainty avoidance, humane orientation, institutional collectivism, in-group collectivism, assertiveness, gender egalitarianism, future orientation, performance orientation

c. power distance, uncertainty avoidance, humane orientation, institutional collectivism, in-group collectivism, assertiveness, gender egalitarianism, future orientation, short-term orientation

d. power distance, uncertainty avoidance, humane orientation, institutional collectivism, in-group collectivism, assertiveness, performance orientation

e. power distance, uncertainty avoidance, humane orientation, institutional collectivism, in-group collectivism, assertiveness, masculinity-femininity, future orientation, performance orientation

Ans: B

10. Monochronic-time orientation cultures _____.

a. emphasise schedules and see time as a continuous line which can be divided into separate 'blocks'

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b. do not respect schedules

c. ere very relaxed when it comes to time-keeping

d. suggest that individuals never schedule only one task at a time

e. suggest that individuals always schedule many tasks at the same time

Ans: A

11. The beliefs, customs, and attitudes of a distinct group of people constitute its _____.

a. culture

b. ideals

c. mores

d. laws

e. politics

Ans: A

12. In cultures with polychronic-time orientation, _____.

a. people emphasise schedules and see time as a continuous line which can be divided into separate ‘blocks’

b. individuals always schedule only one task at a time

c. individuals are always on time

d. disrupting the planned activity or task is frowned upon

e. individuals undertake multiple tasks at the same time

Ans: E

13. In cultures with monochronic-time orientation, _____.

a. individuals undertake multiple tasks at the same time

b. people emphasise schedules and see time as a continuous line which can be divided into separate ‘blocks’, individuals always schedule only one task at a time

c. individuals value the flexibility of time and social arrangements

d. individuals are always late and meetings never start on time

e. disrupting the planned activity or task is accepted

Ans: B

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14. Present-oriented cultures can be described as _____.

a. societies that tend to see time as a cyclical process in which future cannot be controlled or predicted, and past will repeat itself in the future. planning for the future is not important and people focus on the 'here and now'.

b. cultures in which planning for the future is very important

c. cultures in which people envisage and plan for their future

d. cultures which value tradition and history over the present and the future

Ans: A

15. How important is planning in past-oriented cultures?

a. Planning for the future is very important.

b. Planning for the future is not important and people focus on the 'here and now'.

c. People appreciate the past; such cultures value tradition, history and respect the elders, and planning for the future is not very important.

d. People envisage and plan for their future.

e. Individuals always schedule many tasks at the same time.

Ans: C

16. In future-oriented cultures, _____.

a. people envisage and plan for their future

b. people value tradition, history and respect the elders more than the present or the future.

c. planning for the future is not important and people focus on the 'here and now'.

d. individuals always schedule many tasks at the same time

e. people do not respect schedules

Ans: A

17. According to Miguel Basanez, the author of the book *A world of three cultures*, culture is transmitted from generation to generation through the following six agents: _____.

a. family, music, religion, media, leadership, and the law

b. arts, school, religion, media, leadership, and the law

c. family, school, religion, media, leadership, and the law

d. school, religion, media, leadership, and music

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e. school, religion, media, business, and the law

Ans: C

18. Which is the most accurate description of cultures of honor?

a. Individuals place significant value on egalitarianism, individualism, and orientation towards economic efficiency and productivity.

b. Individuals always schedule many tasks at the same time.

c. In such cultures new ways of life are inferior to the time-honoured traditions, individuals value strong social and family bonds, and the interests of the group are more important than the interests of individuals.

d. Individuals value well-being of individuals and society, they are socially responsible, and work is for achieving quality of life not to demonstrate economic productivity.

e. Religion is valued, and secularism is the not preferred social order.

Ans: C

19. Which is the most accurate description of cultures of joy?

a. Individuals value well-being of individuals and society, they are socially responsible, and work is for achieving quality of life not to demonstrate economic productivity.

b. Individuals place significant value on egalitarianism, individualism, and orientation towards economic efficiency and productivity.

c. Individuals always schedule many tasks at the same time.

d. Planning for the future is not important and people focus on the 'here and now'.

e. These cultures do not value gender equality and acceptance of individual differences.

Ans: A

20. Which is the most accurate description of cultures of achievement?

a. Religion is valued, and secularism is the not preferred social order.

b. Individuals always schedule many tasks at the same time.

c. Cultures of achievement place significant value on egalitarianism, individualism, and orientation towards economic efficiency and productivity.

d. Planning for the future is not important and people focus on the 'here and now'.

e. These cultures do not value gender equality and acceptance of individual differences.

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Ans: C

21. What does the term psychic distance mean in international marketing?

a. the distance between the values of two individuals

b. Psychic distance is the subjective perception of the cultural distance between the home country and the host country.

c. Psychic distance is used in noise models in spatial games, in computer science.

d. It is the subjective perception of one's beliefs and cultural values.

e. the similarities and differences between two countries

Ans: B

22. What is cultural imperative?

a. customs or behavior patterns reserved exclusively for the locals and from which the foreigner is barred are cultural exclusives

b. cultural electives relate to areas of behavior or to customs that cultural aliens may wish to, but are not required to, conform to or participate in

c. cultural imperatives are the customs and expectations that must be met and conformed to or avoided if international business relationships are to be successful

d. religious values and norms that believers must follow

e. customs, behavior patterns, social norms and religious beliefs of the host country

Ans: C

23. What is cultural elective?

a. customs or behavior patterns reserved exclusively for the locals and from which the foreigner is barred are cultural exclusives.

b. cultural electives relate to areas of behavior or to customs that cultural aliens may wish to, but are not required to, conform to or participate in.

c. customs, behavior patterns, social norms and religious beliefs of the host country.

d. values and beliefs of a given country that foreigners should be aware of.

e. family, school, religion, media, leadership, and the law

Ans: B

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24. What is cultural exclusive?

a. areas of behavior or customs that cultural aliens may wish to, but are not required to, conform to or participate in

b. customs or behavior patterns reserved exclusively for the locals and from which the foreigner is barred are cultural exclusives

c. values and beliefs of a given country that foreigners should be aware of

d. religious norms that everyone must follow

e. cultural exclusives are the customs and expectations that must be met and conformed to or avoided if international business relationships are to be successful

Ans: B

25. What is a subculture?

a. Subculture is a specific type of culture in which individuals are allowed to follow their individual beliefs and values.

b. Subcultures are groups whose values and related behaviors are distinct and set members off from the general or dominant culture.

c. Subculture is a specific type of culture in which individuals must follow the cultural imperatives.

d. Subcultures are groups in which leaders dictate the norms, values and behaviours of the members of those groups.

e. Subculture is a specific type of culture in which individuals must follow the cultural imperatives.

Ans: B

26. What is a counterculture?

a. Counterculture is a specific type of culture in which individuals are allowed to follow their individual beliefs and values.

b. It is a specific type of culture in which individuals must follow the cultural imperatives.

c. Countercultures groups in which leaders dictate the norms, values and behaviours of the members of those groups.

d. Countercultures are groups whose values set their members in opposition to the dominant culture.

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e. Counterculture is a specific type of culture in which individuals must follow the cultural imperatives.

Ans: D

27. What is ethics?

a. Ethics is a set of values and beliefs that govern the behavior of ethnic minorities.

b. cultural values of a nation

c. the subjective aspects of people's lives including religious beliefs

d. Ethics is a specific type of culture in which individuals must follow the cultural imperatives.

e. Ethics is a system of moral principles which governs a person's behavior.

Ans: E

28. What is ethical relativists' view of ethical values?

a. Ethical relativists maintain that ethical values are relative to the norms of one's culture and there are no universal standards of behavior that can be applied to all people at all times.

b. Ethical relativists maintain that everyone should follow the same ethical standards.

c. Ethical relativists form a specific type of culture in which individuals must follow the cultural imperatives.

d. Ethical relativists maintain that people's lives should be governed by religious beliefs.

e. Ethical relativists maintain that people's lives should be governed by religious beliefs and secular social norms.

Ans: A

29. What approach to ethical values do ethical absolutists support?

a. Ethical absolutists maintain that ethical values are relative to the norms of one's culture and there are no universal standards of behavior that can be applied to all people at all times.

b. Ethical absolutists maintain that everyone should follow the same ethical standards.

c. Ethical absolutists form a specific type of culture in which individuals must follow the cultural imperatives.

d. Ethical absolutists maintain that people's lives should be governed by religious beliefs.

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e. Ethical absolutists argue that there are fundamental values that cross cultures, and companies must uphold them.

Ans: E

30. What is the meaning of cultural congruence in international marketing strategy?

a. Cultural congruence means products and marketing approaches are designed to meet the needs of the target culture.

b. Cultural congruence means products and marketing approaches are designed to meet the needs of global consumers.

c. Cultural congruence means products and marketing approaches are designed to meet the needs of global consumers.

d. promoting change within the culture

e. Products and services are standardized.

Ans: A

31. According to the Project GLOBE initiative, the degree to which a collective encourages and rewards individuals for being fair, altruistic, and caring is _____.

a. individualism orientation

b. collectivist orientation

c. fairness orientation

d. societal orientation

e. humane orientation

Ans: E

32. Cultures with people who have lower life expectancies are more inclined to exhibit _____.

a. short-term orientation

b. masculinity-femininity

c. materialism

d. frugality

e. assertiveness

Ans: A

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33. Cultures that lean toward formal, authoritarian leadership models are _____.

a. masculine

b. high power distance

c. low power distance

d. individualistic

e. collectivist

Ans: D

34. When a company designs products and services that meet the needs of a current culture, it uses _____.

a. cultural inference

b. cultural change

c. cultural maintenance

d. cultural promotion

e. cultural congruence

Ans: E

35. Cultural imperatives are business customs that must be met if international business relationships are to be successful.

a. True

b. False

Ans: A

36. Cultural electives relate to areas of behaviors or to customs that cultural aliens may wish to, but are not required to, conform to or participate.

a. True

b. False

Ans: A

37. A cultural exclusive is a custom or behavior pattern that is reserved exclusively for locals.

a. True

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b. False

Ans: A

38. A subculture is a group whose values and related behaviors are distinct from the general or dominant culture.

a. True

b. False

Ans: A

39. A counterculture is a group whose values set its members in opposition to the dominant culture.

a. True

b. False

Ans: A

40. In cultures of joy, individuals value well-being of individuals and society, they are socially responsible, and work is for achieving quality of life not to demonstrate economic productivity.

a. True

b. False

Ans: A

41. Discuss the importance of culture in international marketing.

Ans: Varies

42. Describe the various cultural barriers to communication as they apply to international marketing. Use examples to illustrate the various barriers.

Ans: Varies

43. Discuss the various selection criteria for international advertising agencies that are discussed in the text. In your opinion, which criterion is most important in collectivistic and high Power Distance cultures? Why?

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Ans: Varies

44. Discuss the importance of material and subjective elements of culture in global branding. Illustrate your answer with relevant examples.
Ans: Varies

45. Discuss the various approaches to ethics in international marketing and provide arguments for the introduction of universal, world-wide ethical code for international marketers.
Ans: Varies

46. Describe the various cultural dimensions that are found in Hofstede's value dimensions of culture. How do these dimensions relate to international marketing?
Ans: Varies

47. Describe the four elements of culture that are discussed in the textbook.
Ans: Varies

48. What are the various factors that influence the origins of culture? Provide examples.
Ans: Varies

49. Compare and contrast the various cultural constructs that are included in Hofstede's value dimensions of culture and the Project GLOBE project.
Ans: Varies

50. Discuss the differences between cultural imperatives, cultural electives, and cultural exclusives. Include examples of each. In what ways are these relevant to international marketers?
Ans: Varies

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