Chapter 4 Questions

1. As manager with an international trade firm, John Smith frequently travels between Europe and Saudi Arabia. On John's most recent trip to Saudi Arabia, he noticed that Tariq, his business associate, not only talked about business matters but also talked about several other things, such as upcoming events in Saudi Arabia and the associated impact on the economy. This most likely indicates that Tariq is from a
_____.
A) low-contact culture
B) polychronic culture
C) low-context culture
D) high power-distance culture

2. Al Razim, a construction engineer, recently travelled to Germany in order to find investors for his real-estate project. While he finally succeeded in getting an investor, he was surprised by the explicitness of the Germans. Sometimes all he got was a direct "No." This is because Germans are a _____ culture.
A) polychronic
B) high-context
C) low-context
D) high-contact

3. What is paralanguage? How is an international manager's ability to interpret paralanguage essential to cross-cultural business communication?

4. What is the difference between monochronic and polychronic time systems? Why is it important for global managers to understand this difference?

5. What is object language? Provide an example of how object language might affect business communication.

6. How do cultural differences affect the way firms conduct e-commerce?

7. Define the concept of proxemics and provide examples of how proxemics differ between the cultures of Asia, Germany, the United States, and France.

8. How does the flow of information differ within organizations based in high-context cultures and low-context cultures?