



International Business

Chapter 3 Cultural Influences on Business

(a) body language, (b) class system, (c) collectivism, (d) contexting, (f) culture, (g) culture shock, (h) ethnocentrism, (i) extended family, (j) individualism, (k) nonverbal communication (l) nuclear family (m) subculture.

1. _____ A system of learned, shared, unifying, and interrelated beliefs, values, and assumptions.
2. _____ A type of nonverbal communication where facial expressions, upper and lower body movements, and gestures convey what is meant.
3. _____ A group that consists of parents, children, and other relatives living together.
4. _____ Communication that does not involve the use of words.
5. _____ The belief that the group is more important than the individual.
6. _____ A group that consists of a parent or parents and unmarried children living together.
7. _____ The belief in the individual and her or his ability to function relatively independently.
8. _____ The belief that one's culture is better than other cultures.
9. _____ A subset or part of a larger culture.
10. _____ A means of dividing the members of a cultural group into various levels.
11. _____ A normal reaction to all the differences of another culture.
12. _____ The idea that you carry your beliefs, values, and assumptions with you at all times.

Make Global Business Decisions

13. How is culture like the programming in a computer?
14. What evidence suggests that geographic attachment is weak in the general U.S. culture and in its subcultures?
15. Swahili is the Bantu Language of the Swahili people in eastern Africa. It is also trade and governmental language among speakers of other languages in Tanzania, Kenya, and parts of Zaire. Do you think this language has significant potential for international business purposes? Why or Why Not?

- 16.. What do you think is the cultural relationship between the personal space business communicators prefer and touching behaviors?
- 17. What are some other countries besides the People’s Republic of China where leadership, power, and authority are concentrated in the hands of a few people?
- 18. A good friend recently said that she wouldn’t even think of living temporarily in another country. Is her statement ethnocentric? How do you know?



U.S. Sub Cultures

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Sub Culture Around The World

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

