INTERNATIONAL MANAGEMENT

Watch the video and choose the best answer to the question.

1. According to the video, why do managers need to think globally?

A. To address business threats and opportunities.
B. To reorder organizations around national boundaries.
C. To develop new skills and techniques.
D. To succeed in the global market.

2. What is the definition of a global mindset?

A. The ability to appreciate and influence different perspectives.
B. The ability to interpret complex global changes.
C. The ability to behave in ways that build trusting relationships.
D. The ability to understand the global environment.

3. Which dimension of a global mindset involves understanding how cultures differ?

A. Cognitive dimension.
B. Psychological dimension.
C. Social dimension.
D. Emotional dimension.

4. What is one way for organizations to get started internationally?

A. Seeking cheaper resources offshore
B. Developing markets in their home countries.
C. Building plants in host countries.
D. Establishing joint ventures with other firms.

5. What is global outsourcing?

A. Engaging in international division of labor.
B. Exporting products to foreign countries.
C. Developing partnerships with other organizations.
D. Seeking cheaper resources within the home country.

LIVEWORKSHEETS

6. Why is exporting considered a market entry strategy?

A. It allows organizations to market products at low costs.

B. It involves transferring products for sale in foreign countries.

C. It helps organizations build manufacturing facilities abroad.

D. It enables organizations to obtain cheap labor and supplies.

7. According to the video, what is power distance?

A. The acceptance of inequality in power. B. The expectation of equality in power.

C. The tolerance for uncertainty and ambiguity.

D. The preference for a loosely knit social framework.

8. Which dimension reflects a cultural preference for relationships and cooperation?

A. Masculinity B. Individualism

C. Collectivism D. Uncertainty avoidance

9. What does the globe project aim to do?

A. Identify cultural differences in value dimensions.

B. Understand and appreciate social values.

C. Help managers fight ethnocentric tendencies.

D. Offer a broader understanding for today's managers.

10. What is one characteristic of a society with low gender role differentiation?

A. Women have a higher status and decision-making role.

B. Society encourages toughness and assertiveness.

C. People value tenderness and concern for others.

D. Performance is emphasized and rewarded.

Exercise 2. Watch the video and choose the correct statement only.

1. Globalization refers to the flow of trade and investments between countries.

2. Globalization has led to a decrease in the number of international corporations located in the United States.

3. A global mindset requires skills and understanding in three dimensions: cognitive, psychological, and social.

4. Offshoring is a strategy where organizations seek cheaper resources outside their home countries.

5. Exporting is a market entry strategy that involves maintaining production facilities in foreign countries.

6. Partnerships, such as joint ventures, are a higher level of involvement in international trade.

7. Ethnocentrism is a tendency to regard one's own culture as superior to others.

8. Hofstede's value dimensions help managers understand and appreciate differences in social values.

9. The Globe project identified nine dimensions that explain cultural differences, including assertiveness and future orientation.

LIVEWORKSHEETS