

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.

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.