

Exam

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) Which of the following terms is defined as the set of values, beliefs, rules, and institutions held by a specific group of people? 1) _____

- A) science B) philosophy C) law D) culture

Answer: D

2) Ethnocentricity can be defined as the _____. 2) _____

- A) merging of all ethnic practices into one homogeneous culture
B) systematic study of an ethnic group's religious core
C) belief that one's own ethnic group or culture is superior to that of others
D) scientific description of individual human societies

Answer: C

3) Detailed knowledge about a culture that enables people to work happily and effectively within it is called _____. 3) _____

- A) cultural literacy B) cultural divergence
C) cultural diffusion D) cultural imperialism

Answer: A

4) Bob is a journalist who intends to spend the next five months exploring Konesia. In order to be able to fit in with the locals, he studies their culture in detail. He familiarizes himself with their tastes and preferences, takes note of their taboos, and memorizes many of their sayings and phrases. Which of the following terms best describes his actions? 4) _____

- A) material culture B) popular culture
C) cultural literacy D) cultural imperialism

Answer: C

5) Which of the following is defined as a group of people who share a unique way of life within a larger, dominant culture? 5) _____

- A) monoculture B) macroculture
C) cultural universal D) subculture

Answer: D

6) The Toro-Hessians are a minority group in the Margoza Archipelago, with a set of preferences, attitudes, and taboos, distinct from that of the national culture. Therefore, they are often overlooked when foreign businesses choose to customize their products for the inhabitants of the islands. The Toro-Hessian community is an example of _____. 6) _____

- A) cultural universal B) monoculture
C) stratification D) subculture

Answer: D

7) Which of the following is a cultural component that implies gauging the beauty and appeal of artwork? 7) _____

- A) folkways B) customs C) mores D) aesthetics

Answer: D

- 8) Which of the following terms is used to refer to the ideas, beliefs, and customs to which people are emotionally attached? 8) _____
 A) attitudes B) aesthetics C) memetics D) values
 Answer: D
- 9) Which of the following terms is used to refer to the positive or negative evaluations, feelings, and tendencies that individuals harbor toward objects or concepts? 9) _____
 A) traditions B) customs C) values D) attitudes
 Answer: D
- 10) Which of the following statements is true of attitudes? 10) _____
 A) They are developed only for the most important aspects of life.
 B) Because they're formed within a cultural context, they mirror the attitudes of surrounding countries.
 C) Over the years, they become more rigid than values.
 D) They are learned from role models.
 Answer: D
- 11) A(n) _____ is anything that represents a culture's way of life, including gestures, material objects, traditions, and concepts. 11) _____
 A) social status B) cultural trait
 C) cultural baggage D) social structure
 Answer: B
- 12) _____ is increasing the pace of both cultural diffusion and cultural change. 12) _____
 A) Globalization B) Enculturation
 C) Fundamentalism D) Collectivism
 Answer: A
- 13) Which of the following refers to the process by which cultural traits spread from one culture to another? 13) _____
 A) cultural literacy B) cultural heterogeneity
 C) cultural diffusion D) cultural imperialism
 Answer: C
- 14) Cultural change occurs when people integrate into their culture the gestures, material objects, traditions, or concepts of another culture through _____. 14) _____
 A) ethnocentrism B) cultural diffusion
 C) xenocentrism D) social stratification
 Answer: B
- 15) The practice of exchanging rings at weddings, which was initially a pagan ritual, is now followed by most people across the world. Which of the following does this illustrate? 15) _____
 A) cultural literacy B) cultural lag
 C) cultural encoding D) cultural diffusion
 Answer: D

- 16) Which of the following terms is used to refer to habits or ways of behaving in specific circumstances that are passed down through generations? 16) _____
A) aesthetics B) attitudes C) prejudices D) customs
Answer: D

Scenario: The French Government

The French Government has placed many restrictions upon the use of the English language within their borders. They argue that the inflow of English movies, music, and literature is responsible for the dilution of their rich culture.

- 17) Their argument is vulnerable to criticism because _____. 17) _____
A) they do not distinguish between movies made by studios in England and movies made in Hollywood
B) no other country screens French movies or star French actors
C) most restaurants still display their menu cards in French
D) they fail to take other social and cultural factors into account
Answer: D

- 18) Surveys conducted by a group of sociologists show that French children display more familiarity with the superheroes of Hollywood movies than with the heroes of their traditional folklore. The French Government can use this fact to prove the effect of _____ within their country. 18) _____
A) racism B) ethnocentrism
C) social stratification D) cultural imperialism
Answer: D

- 19) The French Government promotes the concept of _____ by building museums and monuments to preserve the legacies of important events and people. 19) _____
A) monoculture B) national culture C) popular culture D) subculture
Answer: B

Scenario: Frankfurter Friday

Betty Cleveland is the vice president of Frankfurter Friday, a highly successful hot dog joint in Oceania. Her company decides to expand to Asia and identifies China as the ideal market. Before she leaves for China, she studies their culture extensively and discovers that the number four is considered extremely unlucky, that not everybody is fluent in China's official language—Mandarin—and that punctuality is a highly valued trait in the country.

- 20) Which of the following terms describes Betty's effort to learn more about the Chinese culture? 20) _____
A) cultural literacy B) cultural heterogeneity
C) cultural imperialism D) cultural divergence
Answer: A

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 21) The first step in analyzing a nation's potential for international business activity is to examine its business climate. 21) _____
Answer: True False
- 22) Ethnocentricity facilitates the establishment of new businesses abroad. 22) _____
Answer: True False
- 23) Subcultures mimic the values, preferences, and beliefs of dominant cultures. 23) _____
Answer: True False

- 24) Subcultures do not exist in democratic countries with large populations. 24) _____
 Answer: True False
- 25) Hispanics comprise a subculture in the United States. 25) _____
 Answer: True False
- 26) Subcultures contribute very little to national culture and can be safely ignored when making marketing and production decisions. 26) _____
 Answer: True False
- 27) A nation's cultural boundaries do not always correspond with its political boundaries. 27) _____
 Answer: True False
- 28) Subcultures exist only within a nation's borders. 28) _____
 Answer: True False
- 29) Cultures isolated by topographical barriers are characterized by slower cultural change. 29) _____
 Answer: True False
- 30) Material culture often displays uneven development across a nation's industries. 30) _____
 Answer: True False

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 31) _____ facilitate(s) the process of cultural imperialism. 31) _____
 A) Technological stagnation B) Social media censorship
 C) Strict product liability laws D) Relaxed trade and investment barriers
 Answer: D
- 32) _____ refers to the replacement of one culture's traditions, folk heroes, and artifacts with equivalents from another. 32) _____
 A) Social stratification B) Cultural imperialism
 C) Social conditioning D) Cultural encoding
 Answer: B
- 33) The sale of Hollywood movies in Konesia has doubled in the last five years while those of locally-produced movies has fallen. In addition to this, sociologists have noted that currently, the teenagers of Konesia are less inclined to don their traditional costumes, preferring to adopt Western clothes instead. These changing trends illustrate _____. 33) _____
 A) cultural universal B) cultural imperialism
 C) cultural elitism D) cultural retention
 Answer: B
- 34) _____ is a system in which a supervisor walks an employee through every step of an assignment or task, monitoring the results at each stage. 34) _____
 A) Social stratification B) Situational attribution
 C) Social mobility D) Situational management
 Answer: D

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 35) Low levels of class consciousness encourage social mobility and lessen conflict. 35) _____
Answer: True False
- 36) The cultural component that deals with elements of imagery and symbolism is known as material culture. 36) _____
Answer: True False
- 37) A culture's values tend to become more flexible over time. 37) _____
Answer: True False
- 38) Folk customs that spread by cultural diffusion to other regions develop into popular customs. 38) _____
Answer: True False
- 39) A nuclear family comprises of one's immediate family, along with grandparents, uncles, aunts, and cousins. 39) _____
Answer: True False
- 40) Social status is determined by family heritage, income, and occupation. 40) _____
Answer: True False

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 41) Distinguish between attitudes and values. How do cultures differ in their attitudes toward cultural change?
Answer: Ideas, beliefs, and customs to which people are emotionally attached are called values. Attitudes are positive or negative evaluations, feelings, and tendencies that individuals harbor toward objects or concepts. Attitudes reflect underlying values. But unlike values (which generally concern only important matters), people hold attitudes toward both important and unimportant aspects of life. And whereas values remain quite rigid over time, attitudes are more flexible.
Cultures can have varying responses to cultural change. Some countries feel threatened by the diffusion of traits from certain cultures, particularly if there appears to be a risk of cultural imperialism. One example involves French resistance to the influx of American cultural icons such as Mickey Mouse. In other cases, countries may welcome cultural change or at least see its benefits. U.S. audiences have embraced the diffusion of British-style competitive TV shows, such as the type of show that spawned American Idol.
- 42) Explain the concept of culture. Why is it important to avoid ethnocentricity and gain cultural literacy?
Answer: Culture is the set of values, beliefs, rules, and institutions held by a specific group of people. Individuals who are ethnocentric believe their culture is superior to other cultures. It is important to avoid ethnocentricity because it can seriously undermine international business projects. It causes people to view other cultures in terms of their own and, therefore, disregard the beneficial characteristics of other cultures.
Cultural literacy, on the other hand, involves acquiring detailed knowledge about a culture to function effectively within it. Cultural literacy improves a person's ability to manage employees, market products, and conduct negotiations in other countries. The culturally literate manager who compensates for local needs and desires brings his or her company closer to customers and improves the firm's competitiveness.

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 43) A folk custom can be defined as _____. 43) _____
A) positive or negative evaluations, feelings, and tendencies that individuals harbor toward themselves
B) behavior, often dating back several generations, that is practiced by a homogeneous group of people
C) positive or negative evaluations, feelings, and tendencies that individuals harbor toward objects or concepts
D) behavior shared by a heterogeneous group or by several groups of people

Answer: B

- 44) Folk customs that spread by cultural diffusion to other regions develop into _____. 44) _____
A) popular customs B) trash culture
C) traditions D) superstitions

Answer: A

- 45) The practice by which managers and other employees find jobs within their own companies for relatives is known as _____. 45) _____
A) ethnocentrism B) stratification
C) enculturation D) nepotism

Answer: D

- 46) Nepotism often prevails in _____ cultures. 46) _____
A) individualistic B) monotheistic
C) extended-family D) nuclear family

Answer: C

- 47) _____ refers to socially learned traits associated with, and expected of, men or women. 47) _____
A) Conformity B) Gender C) Individualism D) Social mobility

Answer: B

- 48) Which of the following terms is used to refer to the process of ranking people into social layers or classes? 48) _____
A) social loafing B) social stratification
C) social mobility D) social transformation

Answer: B

- 49) _____ tend to occupy the highest social layer in industrialized countries. 49) _____
A) Scientists B) Teachers
C) Business leaders D) Medical doctors

Answer: C

- 50) _____ refers to the ease with which individuals can move up or down a culture's social ladder. 50) _____
A) Social inertia B) Social loafing C) Social standing D) Social mobility

Answer: D

- 51) A caste system is a system of social stratification in which _____. 51) _____
A) people are born into a social ranking, with no opportunity for social mobility
B) people join highly exclusive associations that encourage external interaction
C) a person's social status is decided by his acquired wealth
D) a person's position in society depends upon his educational qualifications and achievements

Answer: A

- 52) Mika finds that he has very little control over several aspects of his life. Whether his education or occupation, the few options available to him are determined by his birth. Which of the following is a characteristic of Mika's society? 52) _____
A) There is no distinction between the people of high and low birth in Mika's culture.
B) Mika belongs to a society in which economic wealth determines social status.
C) Mika belongs to a society in which there is little scope for mobility.
D) Mika belongs to a society in which caste system and social status is a myth.

Answer: C

- 53) A class system is a system of social stratification in which _____. 53) _____
A) people are divided into various political groups and subgroups
B) personal ability and actions determine an individual's social status and mobility
C) a person's social rank depends upon his/her parentage
D) people join highly exclusive associations that forbid external interaction

Answer: B

- 54) Which of the following is the most common form of social stratification in the world today? 54) _____
A) racial segregation
B) gender-based division
C) language-based stratification
D) class system

Answer: D

- 55) _____ is crucial in production facilities where nonnative managers supervise local employees. 55) _____
A) Individualism
B) Cultural isolation
C) Ethnocentrism
D) Language proficiency

Answer: D

- 56) Lingua franca is _____. 56) _____
A) a form of non-verbal language adopted by all nations as the official language for business transactions
B) a language spoken by all countries in a continent
C) a "link" language understood by two parties who speak different native languages
D) a unique language developed by Asian countries

Answer: C

- 57) Which of the following terms is used to refer to the departure of highly educated people from one profession, geographic region, or nation to another? 57) _____
A) brain drain
B) social mobility
C) stratification
D) repatriation

Answer: A

- 58) Over the last ten years, nearly 90% of medical graduates from Konesia have left the country for higher-paying jobs in the United States. What phenomenon has Konesia been witnessing? 58) _____
A) vested outsourcing
B) redeployment
C) repatriation
D) brain drain

Answer: D

- 59) Reverse brain drain is the process by which _____. 59) _____
- A) manual laborers migrate from low-income countries to high-income countries
 - B) former communist nations lure professionals back to their homeland
 - C) companies in high-income countries hire people from low-income countries to fill white-collar positions
 - D) students from Europe choose to enroll themselves in American universities

Answer: B

- 60) Konesia is a country with a number of offshore islands. Its landscape is characterized by deep valleys, rocky plains, and impassable mountains. Which of the following statements about the country is true, keeping its topography in mind? 60) _____
- A) Konesia is greatly susceptible to cultural imperialism.
 - B) Konesia is a receptive market for foreign automobile companies.
 - C) Konesia is the ideal place to set up production facilities for multinational companies.
 - D) Konesia experiences a slow rate of cultural change.

Answer: D

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 61) Literacy tests offer a reliable basis on which one nation's educational level can be compared with another. 61) _____

Answer: True False

- 62) Nations that invest in worker training programs are usually rewarded with an increase in productivity and a rise in income. 62) _____

Answer: True False

- 63) Brain drain is the departure of highly educated people from one profession, geographic region, or nation to another. 63) _____

Answer: True False

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 64) Describe brain drain and its impact on an economy. What is reverse brain drain?

Answer: Brain drain is the departure of highly educated people from one profession, geographic region, or nation to another. Brain drain can negatively affect an economy if individuals needed for economic development, such as science and technology professionals, move elsewhere. Many countries in Eastern Europe experienced high levels of brain drain early in their transition to market economies. Economists, engineers, scientists, and researchers in all fields fled westward to escape poverty. But as these nations continue their long march away from communism, some are luring professionals back to their homelands—a process known as reverse brain drain.

65) What are the two types of family groups? Why does the family play an important role in affecting business activities across the world?

Answer: There are two different types of family groups:

The nuclear family consists of a person's immediate relatives, including parents, brothers, and sisters. This concept of family prevails in Australia, Canada, the United States, and much of Europe.

The extended family broadens the nuclear family and adds grandparents, aunts and uncles, cousins, and relatives through marriage. It is an important social group in much of Asia, the Middle East, North Africa, and Latin America.

Extended families can present some interesting situations for businesspeople unfamiliar with the concept. In some cultures, owners and managers obtain supplies and materials from another company in which someone from the extended family works. Gaining entry into such family arrangements can be difficult because quality and price are not sufficient motives to ignore family ties.

In extended-family cultures, managers and other employees often try to find jobs for relatives inside their own companies. This practice (called "nepotism") can present a challenge to the human resource operations of a Western company, which typically must establish explicit policies on the practice.

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

66) Religion is confined to national political boundaries.

66) _____

Answer: True False

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

67) The _____ played a major role in the development of capitalism and free enterprise in nineteenth-century Europe.

67) _____

A) Shinto doctrine

B) pillars of Islam

C) Protestant work ethic

D) tenets of Judaism

Answer: C

Scenario: The French Government

The French Government has placed many restrictions upon the use of the English language within their borders. They argue that the inflow of English movies, music, and literature is responsible for the dilution of their rich culture.

68) Which of the following statements, if true, strengthens their argument?

68) _____

A) The sales of English novels have risen sharply, while those of French novels have declined to a corresponding extent.

B) The Education Board of France has made it mandatory for schools to teach students English as a second language.

C) French fashions are no longer popular in English speaking countries.

D) Stores now advertise their presence with two placards; one in English and one in French.

Answer: A

69) Which of the following statements, if true, weakens their argument?

69) _____

A) Hollywood movies star French actors very often.

B) A larger number of children are being given English names than traditional French names.

C) English novels are more expensive than French novels.

D) Contemporary French artists have failed to come up with original songs.

Answer: D

- 77) According to Hofstede's framework, which of the following dimensions describes the degree to which a culture accepts social inequality among its people? 77) _____
 A) power distance B) individualism
 C) uncertainty avoidance D) collectivism
 Answer: A
- 78) According to Hofstede's framework, organizations which have cultures that score high on _____ tend to be more hierarchical, with power deriving from prestige, force, and inheritance. 78) _____
 A) uncertainty avoidance B) short-term orientation
 C) femininity D) power distance
 Answer: D
- 79) According to Hofstede's framework, a culture with large power distance tends to be characterized by _____. 79) _____
 A) the absence of any form of hierarchy
 B) inequality between superiors and subordinates
 C) a preference for individualism over collectivism
 D) power derived from hard work and entrepreneurial drive
 Answer: B
- 80) Sally, a social worker from the United States, has been stationed in Konesia for a year. She notices several things about the Konesian society; the people who report to her, for example, do so with an excessive amount of submissiveness, and her superior seems to expect the same of her. Which of the following statements about Konesia would be consistent with Hofstede's framework? 80) _____
 A) Konesians work best in an informal environment.
 B) Konesians derive power from their entrepreneurial drive.
 C) Konesian society is primarily individualistic.
 D) Konesia has a large power distance culture.
 Answer: D
- 81) According to Hofstede's framework, a culture with _____ values security and places its faith in strong systems of rules and procedures in society. 81) _____
 A) high individualism B) low power distance
 C) short-term orientation D) large uncertainty avoidance
 Answer: D
- 82) According to Hofstede's framework, cultures scoring high on the dimension of _____ tend to be characterized by personal assertiveness and the accumulation of wealth, typically translating into an entrepreneurial drive. 82) _____
 A) masculinity B) power distance
 C) uncertainty avoidance D) collectivism
 Answer: A
- 83) According to Hofstede's framework, cultures scoring high on the dimension of _____ generally have more relaxed lifestyles in which people are more concerned about caring for others as opposed to material gain. 83) _____
 A) individualism B) ethnocentricity C) imperialism D) femininity
 Answer: D

- 84) According to Hofstede's framework, cultures that score high on _____ value respect for tradition, thrift, and perseverance, and have strong work ethics. 84) _____
A) uncertainty avoidance B) long-term orientation
C) power distance D) masculinity

Answer: B

- 85) According to Hofstede's framework, a culture that scores low on _____ is characterized by individual stability and reputation, fulfilling social obligations, and reciprocation of greetings and gifts. 85) _____
A) femininity B) long-term orientation
C) collectivism D) uncertainty avoidance

Answer: B

- 86) According to Hofstede's framework, a culture that scores low on _____ can change more rapidly because tradition and commitment are not impediments to change. 86) _____
A) individualism B) long-term orientation
C) masculinity D) risk-taking

Answer: B

Scenario: Frankfurter Friday

Betty Cleveland is the vice president of Frankfurter Friday, a highly successful hot dog joint in Oceania. Her company decides to expand to Asia and identifies China as the ideal market. Before she leaves for China, she studies their culture extensively and discovers that the number four is considered extremely unlucky, that not everybody is fluent in China's official language—Mandarin—and that punctuality is a highly valued trait in the country.

- 87) When selecting employees to help her establish their chain in China, she decides not to transfer Craig, as he believes that the people of China are less competent and skilled than the people of his country. What trait does Craig display? 87) _____
A) imperialism B) individualism
C) collectivism D) ethnocentrism

Answer: D

- 88) Betty notices that organizations in China tend to be hierarchical with power derived from prestige and force. Which of the following statements is consistent with her observation? 88) _____
A) Chinese men are subordinate to Chinese women.
B) China owes its success to its individualistic society.
C) Chinese society considers caste system and class system a myth.
D) China scores high on the power distance dimension.

Answer: D

- 89) Once in China, Betty witnesses the ease with which Chinese employees incorporate change and new ideas into their work—unlike the people of Oceania who prefer strong systems of rules and guidelines. Which of the following statements within Hofstede's framework is consistent with her observation? 89) _____
A) Chinese organizations have high levels of employee turnover.
B) China scores high on the femininity dimension.
C) China scores low on the uncertainty avoidance dimension.
D) Chinese organizations are the least entrepreneurial.

Answer: C

90) One of Betty's employees, Dan, oversees the hot dog joint's decor. He designs all menu cards in shades of red and gold because those are considered lucky colors in China. He also uses his knowledge of Feng Shui when designing the building's interior. The cultural component Dan is involved in is _____.
A) ethics B) aesthetics C) imperialism D) stratification
Answer: B

91) Against Betty's judgment, her boss decides to market Frankfurter's beef sausages in the town of Xunagshi, believing that it would rake in a huge profit. Which of the following, if true, would prove that her boss's decision is a bad one?
A) Xunagshi has a large Hindu population, all of whom are forbidden from eating beef.
B) Due to their exposure to the Western culture, the youth of Xunagshi is more open to fast food than the town elders.
C) There are very few vegetarians in Xunagshi.
D) The traditional dishes of Xunagshi are more expensive than the beef sausages.
Answer: A

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

92) Businesspeople measure material culture to determine whether a market can support production activities.
Answer: True False

93) People in collectivistic cultures are given freedom to focus on personal goals.
Answer: True False

94) A culture with small power distance tends to be characterized by considerable inequality between superiors and subordinates.
Answer: True False

95) Cultures that score low on uncertainty avoidance tend to be less open to change and new ideas.
Answer: True False

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

96) Explain the Hofstede framework briefly.

Answer: The Hofstede framework compares cultures along five dimensions: (1) individualism vs. collectivism; (2) power distance; (3) uncertainty avoidance; (4) masculinity vs. femininity; and (5) long-term orientation. The individualism vs. collectivism dimension identifies the extent to which a culture emphasizes the individual versus the group. Individualist cultures value hard work and promote entrepreneurial risk taking, thereby fostering invention and innovation. Although people are given freedom to focus on personal goals, they are held responsible for their actions. People in collectivist cultures, however, tend to work toward collective rather than personal goals and are responsible to the group for their actions. In turn, the group shares responsibility for the well-being of each of its members. Power distance conveys the degree to which a culture accepts social inequality among its people. A culture with large power distance tends to be characterized by much inequality between superiors and subordinates. On the other hand, cultures with small power distance display a greater degree of equality, with prestige and rewards more equally shared between superiors and subordinates. Uncertainty avoidance identifies the extent to which a culture avoids uncertainty and ambiguity. A culture with large uncertainty avoidance values security and places its faith in strong systems of rules and procedures in society. Cultures scoring low on uncertainty avoidance tend to be more open to change and new ideas. Cultures scoring high on masculinity tend to be characterized more by personal assertiveness and the accumulation of wealth, typically translating into an entrepreneurial drive. Cultures scoring low on this dimension (greater tendency toward femininity) generally have more relaxed lifestyles, wherein people are more concerned about caring for others as opposed to material gain. The dimension of long-term orientation indicates a society's time perspective and an attitude of overcoming obstacles with time, if not with will and strength. A high-scoring culture values respect for tradition, thrift, perseverance, and a sense of personal shame. A low-scoring culture is characterized by individual stability and reputation, fulfilling social obligations, and reciprocation of greetings and gifts. These cultures can change more rapidly because tradition and commitment are not impediments to change.

97) Are the Kluckhohn-Strodtbeck and Hofstede frameworks useful for understanding subcultures? Why or why not?

Answer: The frameworks appear to be better suited for analyzing national culture than particular subcultures. Both frameworks describe cultures in terms of dimensions that apply to the entire culture. They attempt to identify features that can be used to understand a culture in an overarching way. They do not allow for the subtleties necessary to differentiate various aspects of subcultures. The frameworks could most likely be applied to subcultures, but their strengths seem to lie in providing succinct portraits of national culture that facilitate comparisons between countries.

98) How can a nation's topography affect the existence of subcultures?

Answer: All the physical features that characterize the surface of a geographic region constitute its topography. The topography of an area can serve to promote or weaken subcultures. On the one hand, physically separating topography can reinforce subcultures and help keep them isolated by inhibiting communication. For example, mountain ranges and the formidable Gobi Desert consume two-thirds of China's land surface. Groups living in the valleys of these mountain ranges hold on to their own ways of life and speak their own languages. At the same time, topography that promotes communication can enhance cultural diffusion. Some surface features such as navigable rivers and flat plains facilitate travel and contact with others and can potentially lead to more uniformity among cultural groups.

99) Describe the relationship between culture and the physical environment.

Answer: Although physical environment affects a people's culture, it does not directly determine it. Two aspects of the physical environment that heavily influence a people's culture are topography and climate. All the physical features that characterize the surface of a geographic region constitute its topography. Some surface features such as navigable rivers and flat plains facilitate travel and contact with others. By contrast, treacherous mountain ranges and large bodies of water can discourage contact. Cultures isolated by topographical features can find themselves less exposed to the cultural traits of other peoples, which can mean slower cultural change. Topography can impact consumers' product needs and can also have a profound impact on personal communication in a culture. Climate affects where people settle and helps direct systems of distribution. It plays a large role in lifestyle and work habits, to which companies must adapt, and it also impacts customs such as the type of clothing people wear.

100) Differentiate between folk and popular customs. Why are popular customs seen as a threat by some cultures? Support your answer with an example.

Answer: A folk custom is behavior, often dating back several generations, that is practiced by a homogeneous group of people. The wearing of turbans by Muslims in southern Asia and the art of belly dancing in Turkey are both folk customs. A popular custom is behavior shared by a heterogeneous group or by several groups. Popular customs can exist in just one culture or in two or more cultures at once. Wearing blue jeans and playing golf are both popular customs across the globe. Folk customs that spread by cultural diffusion to other regions develop into popular customs. Despite their appeal, popular customs can be seen as a threat by some members of a culture. Authorities in a devoutly religious district of Indonesia's Aceh province banned Muslim women from wearing tight clothing, short skirts, and blue jeans. Islamic police set up raids to distribute long skirts to women found violating the ban and to confiscate their offending garments. Violators were released from custody after they provided their identities to police and received advice from Islamic preachers.