

Name:

Group:

First Semester Exam in Cross- Cultural Communication

I- Matching:

Match the letters of Column A with their definitions in column B

Column A: **0.75 FOR EACH**

a- Input	e- Profiling	i- cultural convergence	m- stereotype
b- Culture	f- cluster	j- cultural diversity	n- communication
c- Lingua Franca	g- Fault lines	k- Cultural conflict	o- ethnocentrism
d- False Friends	h- globalization	l- multiculturalism	p- slang

Column B:

1. **...G...** Situation or relationship that can cause tension (Offence or embarrassment) in a local community.
2. **.....K....** Hostility or struggle between cultural communities who have different philosophies and backgrounds.
3. **...E.....** Matching a person with a particular social, cultural or religious group as a way of analyzing people for business objectives.
4. **...F.....** A technique of grouping countries under certain cultural traits to reduce complexity relationships between cultures.
5. **.....H.....** The inter-link of national and regional cultures under the impact of some international pressures.
6. **.....A.....** The signals and data sent by a sender to be decoded by the receiver to produce a response.
7. **.....B.....** A word or expression that has a similar form to one in a person's native language, but a different meaning.
8. **.....P.....** A type of language that is regarded sometimes as informal. It is more common in speech than writing.
9. **.....B.....** A way of thinking and living where by certain norms, beliefs, and values are respected by a particular cultural community.
10. **.....N.....** The exchange of data and the act of sending and receiving information between two different groups using a medium.

II. Compare and Contrast

Compare and contrast the following Cross Cultural Communication expressions

- 0.75 FOR EACH

1. High (vs.) Low Context culture

High: Indirect, implicit, non-verbal, understood from the context

Low: direct, verbal, words

2. Cultural Convergence (vs.) Cultural Divergence

Convergence: yes to blending cultures to create new fusions

Divergence: no to mixing up cultures, resisiting assmilation

3. American (vs.) British Negotiating Style

American: impolite, mean, English language, individualistic, humor

British: direct, punctual, use of emails, professional, less humor

4. Active (vs.) Passive Listening skills

Active: no interruptions, good listener, good eye contact, interested

Passive: full of interruptions, no eye contact, gets distracted by external factors, not interested

5. Cultural Profiling (vs.) Animated Profiling

Cultural p: create a profile for SO using his/ her cultural features.

Animated P: use of pictures, designs and soft wares to create profiles for people

III. Listing:

List, explain and exemplify FIVE best practices for successful Cross- Cultural Communication Practices

1 FOR EACH

1. Active listening

2. Less humor

3. Avoid stereotypes +examples+details

4. Avoid ethnocentrism

5. Avoid slang

6. Simple communication

7. High/low context culture