Chapter 03

History and Geography: The Foundations of Culture

**True / False Questions**

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| 1. | To understand fully a society’s actions and its points of view, one must have an appreciation for the influence of historical events.    True    False |

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| 2. | Confucian philosophy, taught throughout Japan’s history, emphasizes the basic virtue of loyalty to the country.    True    False |

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| 3. | A fundamental premise of Japanese ideology reflects the importance of individualism and competitive spirit for economic progress.    True    False |

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| 4. | Recording of historic events by historians belonging to different cultures gives us a subjective view of history.    True    False |

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| 5. | The Mexican attitude toward their American neighbors may be summed up in the statement—“Geography has made us neighbors, tradition has made us friends.”    True    False |

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| 6. | In the context of U.S. foreign policies, the Monroe Doctrine, in its broadest interpretation, meant that Americans were a chosen people ordained by God to create a model society.    True    False |

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| 7. | In the context of U.S. foreign policies, the Monroe Doctrine was used to justify the U.S. annexation of Texas, Oregon, New Mexico, and California.    True    False |

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| 8. | In the context of U.S. foreign policies, the Monroe Doctrine dictated the abstention of the United States from European political affairs.    True    False |

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| 9. | In the context of U.S. foreign policies, the Roosevelt Corollary was an extension of the policy of the Monroe Doctrine.    True    False |

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| 10. | In the context of U.S. foreign policies, the Roosevelt Corollary paved the way for non-American intervention in Latin American affairs.    True    False |

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| 11. | The Roosevelt Corollary is typified by the dictum—whatever is good for the United States is justifiable.    True    False |

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| 12. | Altitude, humidity, and temperature extremes are climatic features that affect the uses and functions of products and equipment.    True    False |

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| 13. | Physical barriers that exist within Europe are nowadays seen as a natural protection from potentially hostile neighbors.    True    False |

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| 14. | Countries that suffer the most from major natural calamities are among the poorest in the world.    True    False |

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| 15. | In the context of social responsibility and environmental management, the United States continues to be the world’s top pollution-causing nation.    True    False |

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| 16. | In the context of social responsibility and environmental management, the process of controlling industrial wastes leads to the issue of disposal of hazardous waste.    True    False |

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| 17. | In the context of social responsibility and environmental management, the Basel Convention identified safe dumping zones for hazardous wastes exported by developed nations.    True    False |

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| 18. | In the context of social responsibility and environmental management, the United States leads the fight against pollution with the most stringent greenhouse emission standards in the world.    True    False |

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| 19. | In the context of social responsibility and environmental management, sustainable development is about protecting the environment at all costs.    True    False |

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| 20. | In the context of social responsibility and environmental management, the idea of sustainable development is quite popular in the United States owing to the cultural characteristics of the Americans.    True    False |

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| 21. | The availability of minerals and the ability to generate energy are the foundations of modern technology.    True    False |

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| 22. | In much of the underdeveloped world, human labor is the prevalent source of energy.    True    False |

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| 23. | Petroleum’s versatility ensures that petroleum-related products still dominate energy usage.    True    False |

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| 24. | The United States is a major exporter of petroleum products.    True    False |

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| 25. | China has emerged as the most efficient user of energy worldwide.    True    False |

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| 26. | According to some economists, economic prosperity is a factor that leads to decline in fertility rates.    True    False |

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| 27. | Most of the major industrialized countries have sufficient internal population growth to maintain themselves.    True    False |

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| 28. | North America is the region of the world most affected by a steadily declining worker-to-retiree ratio.    True    False |

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| 29. | Trade routes represent the attempts of countries to overcome economic and social imbalances created in part by the influence of geography.    True    False |

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| 30. | Continuous improvements in electronic communications have facilitated the expansion of trade.    True    False |

**Multiple Choice Questions**

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| 31. | Which of the following is true of culture?       |  |  | | --- | --- | | A. | It is a set of texts considered to be sacred. |  |  |  | | --- | --- | | B. | It is a society’s accepted basis for responding to external and internal events. |  |  |  | | --- | --- | | C. | It is a branch of philosophy dealing with beauty and taste. |  |  |  | | --- | --- | | D. | It is the philosophical study of being and knowing. |  |  |  | | --- | --- | | E. | It is a set of rules governing socially acceptable behavior. | |

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| 32. | In 1066, William the Conqueror defeated Harold II in the Battle of Hastings, establishing Norman rule in \_\_\_\_\_.       |  |  | | --- | --- | | A. | Brazil |  |  |  | | --- | --- | | B. | China |  |  |  | | --- | --- | | C. | England |  |  |  | | --- | --- | | D. | Japan |  |  |  | | --- | --- | | E. | France | |

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| 33. | The \_\_\_\_\_ was a political protest against the British prohibition of Yankee traders from dealing directly with merchants in Canton.       |  |  | | --- | --- | | A. | Hong Kong Revolution |  |  |  | | --- | --- | | B. | Boston Tea Party |  |  |  | | --- | --- | | C. | Taiping Rebellion |  |  |  | | --- | --- | | D. | First Opium War |  |  |  | | --- | --- | | E. | Canton Uprising | |

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| 34. | Which of the following commodities dominated the trade between Britain and China during the early 1800s?       |  |  | | --- | --- | | A. | Bamboo |  |  |  | | --- | --- | | B. | Mother-of-pearl |  |  |  | | --- | --- | | C. | Silk |  |  |  | | --- | --- | | D. | Tea |  |  |  | | --- | --- | | E. | Porcelain | |

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| 35. | Which of the following commodities helped Britain erase the tea-caused trade deficit with China during the 1800s?       |  |  | | --- | --- | | A. | Watches |  |  |  | | --- | --- | | B. | Betel nuts |  |  |  | | --- | --- | | C. | Diamonds |  |  |  | | --- | --- | | D. | Textiles |  |  |  | | --- | --- | | E. | Opium | |

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| 36. | Which of the following events caused the Chinese to cede Hong Kong to the British?       |  |  | | --- | --- | | A. | The First Opium War |  |  |  | | --- | --- | | B. | The Satsuma Rebellion |  |  |  | | --- | --- | | C. | The Tianjing Rebellion |  |  |  | | --- | --- | | D. | The Taiping War |  |  |  | | --- | --- | | E. | The Hong Kong Revolution | |

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| 37. | The opium wars resulted in a loss of confidence in the Chinese government. Which of the following events was caused by the resulting disorder?       |  |  | | --- | --- | | A. | The Boxer Revolution |  |  |  | | --- | --- | | B. | The Satsuma Rebellion |  |  |  | | --- | --- | | C. | The Nanjing Rebellion |  |  |  | | --- | --- | | D. | The Taiping Rebellion |  |  |  | | --- | --- | | E. | The Hong Kong Revolution | |

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| 38. | Which of the following events is one of the pivotal factors behind the wariness of the Chinese leadership toward foreign influences in general, and religious movements in particular, even today?       |  |  | | --- | --- | | A. | The Boxer Revolution |  |  |  | | --- | --- | | B. | The Satsuma Rebellion |  |  |  | | --- | --- | | C. | The Nanjing Rebellion |  |  |  | | --- | --- | | D. | The Hong Kong Revolution |  |  |  | | --- | --- | | E. | The Taiping Rebellion | |

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| 39. | Which of the following events in the history of China has made the country wary of foreign influences?       |  |  | | --- | --- | | A. | The Boxer Revolution |  |  |  | | --- | --- | | B. | The Satsuma Rebellion |  |  |  | | --- | --- | | C. | The Nanjing Rebellion |  |  |  | | --- | --- | | D. | The Hong Kong Revolution |  |  |  | | --- | --- | | E. | The Opium Wars | |

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| 40. | Which of the following is one of the tallest skyscrapers in Hong Kong today?       |  |  | | --- | --- | | A. | SunTrust Plaza |  |  |  | | --- | --- | | B. | Jardine-Matheson Trading House |  |  |  | | --- | --- | | C. | Vision Tower |  |  |  | | --- | --- | | D. | Comcast Center |  |  |  | | --- | --- | | E. | Aspire Tower | |

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| 41. | Japan was an isolated country before the arrival of \_\_\_\_\_ in 1853.      |  |  | | --- | --- | | A. | Marco Polo |  |  |  | | --- | --- | | B. | Admiral Halsey |  |  |  | | --- | --- | | C. | Commodore Perry |  |  |  | | --- | --- | | D. | Admiral Pennington |  |  |  | | --- | --- | | E. | The East India Company | |

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| 42. | Which of the following may best explain why the Japanese have such strong loyalty toward their companies?       |  |  | | --- | --- | | A. | Zen philosophy |  |  |  | | --- | --- | | B. | Taoism |  |  |  | | --- | --- | | C. | Confucian philosophy |  |  |  | | --- | --- | | D. | Buddhism |  |  |  | | --- | --- | | E. | Bushido philosophy | |

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| 43. | Which of the following events occurred during the Mexican Revolution?       |  |  | | --- | --- | | A. | Overthrowing of dictator Ernesto Zedillo |  |  |  | | --- | --- | | B. | Youth movement against religion |  |  |  | | --- | --- | | C. | Nationalization of the Mexican oil industry |  |  |  | | --- | --- | | D. | Expulsion of North American businessmen |  |  |  | | --- | --- | | E. | Support of French arms for the revolutionaries | |

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| 44. | In the context of the Mexican-American War, the president of Mexico, the cabinet, and the diplomatic corps assemble at the Mexico City fortress every September 13 to recall the defeat that led to the \_\_\_\_\_.      |  |  | | --- | --- | | A. | “despojo territorial” |  |  |  | | --- | --- | | B. | “la pérdida de comercio” |  |  |  | | --- | --- | | C. | “destrucción de la propiedad” |  |  |  | | --- | --- | | D. | “soldados mutilados” |  |  |  | | --- | --- | | E. | “los niños sin hogar” | |

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| 45. | Which of the following events, leading to the overthrowing of the dictator Díaz, is particularly remembered for the expulsion of foreigners—most notably North American businessmen who were the most visible of the wealthy and influential entrepreneurs?       |  |  | | --- | --- | | A. | The Madero Rebellion |  |  |  | | --- | --- | | B. | The Mexican Revolution |  |  |  | | --- | --- | | C. | The Los Niños Rebellion |  |  |  | | --- | --- | | D. | The Mexican-American War |  |  |  | | --- | --- | | E. | The San Patricios Revolution | |

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| 46. | In 1450, the \_\_\_\_\_ was the first book printed with movable type.       |  |  | | --- | --- | | A. | Illiad |  |  |  | | --- | --- | | B. | Gutenberg Bible |  |  |  | | --- | --- | | C. | Codex Manesse |  |  |  | | --- | --- | | D. | Scriptorium |  |  |  | | --- | --- | | E. | Odyssey | |

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| 47. | Which of the following statements most accurately reflects the feelings of most Mexicans toward the United States?       |  |  | | --- | --- | | A. | Mexicans trust and favor the United States above other trading partners. |  |  |  | | --- | --- | | B. | Mexicans prefer Europeans over the United States with respect to trade. |  |  |  | | --- | --- | | C. | Mexico considers the United States as a protector who will help it emerge as a world power. |  |  |  | | --- | --- | | D. | Mexicans see the United States as a threat to their political, economic, and cultural independence. |  |  |  | | --- | --- | | E. | Mexicans see the United States as a land of abundant opportunity and good fortune. | |

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| 48. | In 1531, the \_\_\_\_\_ stock exchange was the first exchange to move into its own building, signifying its importance in financing commercial enterprises throughout Europe.       |  |  | | --- | --- | | A. | Bruges |  |  |  | | --- | --- | | B. | Amsterdam |  |  |  | | --- | --- | | C. | Frankfurt |  |  |  | | --- | --- | | D. | Antwerp |  |  |  | | --- | --- | | E. | Berliner Borse | |

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| 49. | In 1561, \_\_\_\_\_ came to Europe from the Near East, via the Dutch traders, for the first time.       |  |  | | --- | --- | | A. | tulips |  |  |  | | --- | --- | | B. | roses |  |  |  | | --- | --- | | C. | chrysanthemums |  |  |  | | --- | --- | | D. | sunflowers |  |  |  | | --- | --- | | E. | carnations | |

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| 50. | In 1425, the Hanseatic city of \_\_\_\_\_ became the first Atlantic seaport to be a major trading center.       |  |  | | --- | --- | | A. | Bastogne |  |  |  | | --- | --- | | B. | Lubeck |  |  |  | | --- | --- | | C. | Brugge |  |  |  | | --- | --- | | D. | Mons |  |  |  | | --- | --- | | E. | Cologne | |

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| 51. | What was the overall end result of the Mexican War of 1846-1848?       |  |  | | --- | --- | | A. | Mexico was forced to cede California to the U.S. |  |  |  | | --- | --- | | B. | The U.S. and Mexico signed a non-aggression pact. |  |  |  | | --- | --- | | C. | Mexico gave up California and the U.S. gave up Baja California. |  |  |  | | --- | --- | | D. | Mexico paid the U.S. $5 million for war damages. |  |  |  | | --- | --- | | E. | The U.S. signed a pledge to not invade Mexico again. | |

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| 52. | The idea of Manifest Destiny was used to justify the U.S. annexation of \_\_\_\_\_.       |  |  | | --- | --- | | A. | Virginia |  |  |  | | --- | --- | | B. | Ohio |  |  |  | | --- | --- | | C. | Pennsylvania |  |  |  | | --- | --- | | D. | California |  |  |  | | --- | --- | | E. | Carolina | |

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| 53. | In 1464, the French royal mail service was established by \_\_\_\_\_.       |  |  | | --- | --- | | A. | Clovis I |  |  |  | | --- | --- | | B. | Napoleon III |  |  |  | | --- | --- | | C. | Childeric I |  |  |  | | --- | --- | | D. | Childebert I |  |  |  | | --- | --- | | E. | Louis XI | |

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| 54. | Manifest Destiny and the \_\_\_\_\_ were accepted as the basis for U.S. foreign policy during much of the 19th and 20th centuries.       |  |  | | --- | --- | | A. | Roosevelt Corollary |  |  |  | | --- | --- | | B. | North American Security Treaty |  |  |  | | --- | --- | | C. | Monroe Doctrine |  |  |  | | --- | --- | | D. | Grant Mandate |  |  |  | | --- | --- | | E. | Hays Corollary | |

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| 55. | In 1600, \_\_\_\_\_ were brought from South America to Europe, where they quickly spread to the rest of world and become a staple of agricultural production.       |  |  | | --- | --- | | A. | tomatoes |  |  |  | | --- | --- | | B. | potatoes |  |  |  | | --- | --- | | C. | shallots |  |  |  | | --- | --- | | D. | peanuts |  |  |  | | --- | --- | | E. | eggplants | |

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| 56. | In the context of U.S. foreign policy in the 19th and the 20th centuries, \_\_\_\_\_, in its broadest interpretation, meant that Americans were a chosen people ordained by God to create a model society.       |  |  | | --- | --- | | A. | Roosevelt Corollary |  |  |  | | --- | --- | | B. | Monroe Doctrine |  |  |  | | --- | --- | | C. | Hays Corollary |  |  |  | | --- | --- | | D. | Grant Mandate |  |  |  | | --- | --- | | E. | Manifest Destiny | |

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| 57. | The Manifest Destiny specifically referred to the:       |  |  | | --- | --- | | A. | political clout of the United States over European countries. |  |  |  | | --- | --- | | B. | territorial expansion of the United States from the Atlantic to the Pacific. |  |  |  | | --- | --- | | C. | focus on investment and infrastructure development in Asia-Pacific. |  |  |  | | --- | --- | | D. | network of intelligence operations across the world, especially the Communist world. |  |  |  | | --- | --- | | E. | “white man’s burden” to develop the underdeveloped parts of the world. | |

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| 58. | In 1600, Japan began trading \_\_\_\_\_ for foreign goods.       |  |  | | --- | --- | | A. | diamonds |  |  |  | | --- | --- | | B. | gold |  |  |  | | --- | --- | | C. | platinum |  |  |  | | --- | --- | | D. | copper |  |  |  | | --- | --- | | E. | silver | |

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| 59. | Abstention of the United States from European political affairs was one of the three basic dicta of the \_\_\_\_\_.       |  |  | | --- | --- | | A. | Monroe Doctrine |  |  |  | | --- | --- | | B. | North American Security Treaty |  |  |  | | --- | --- | | C. | Hays Corollary |  |  |  | | --- | --- | | D. | Grant Mandate |  |  |  | | --- | --- | | E. | Roosevelt Corollary | |

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| 60. | Which of the following policies was used in the formation of a provisional government in Cuba in 1906?       |  |  | | --- | --- | | A. | The Manifest Destiny |  |  |  | | --- | --- | | B. | The Hay Manifesto |  |  |  | | --- | --- | | C. | The Wilson Mandate |  |  |  | | --- | --- | | D. | The Roosevelt Corollary |  |  |  | | --- | --- | | E. | The Gadsden Policy Position | |

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| 61. | The \_\_\_\_\_, a cornerstone of early U.S. foreign policy, dictated that no further European colonization in the New World would be accepted.       |  |  | | --- | --- | | A. | Madison Corollary |  |  |  | | --- | --- | | B. | Monroe Doctrine |  |  |  | | --- | --- | | C. | Hays Corollary |  |  |  | | --- | --- | | D. | Wilson Policy Position |  |  |  | | --- | --- | | E. | Manifest Destiny | |

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| 62. | Which of the following U.S. foreign policies was applied in 1905 when the Dominican Republic was forced to accept the appointment of an American economic adviser?       |  |  | | --- | --- | | A. | The Manifest Destiny |  |  |  | | --- | --- | | B. | The Hay Manifesto |  |  |  | | --- | --- | | C. | The Wilson Mandate |  |  |  | | --- | --- | | D. | The Gadsden Policy Position |  |  |  | | --- | --- | | E. | The Roosevelt Corollary | |

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| 63. | The manner in which the United States acquired land for the Panama Canal Zone typifies a U.S. foreign policy, \_\_\_\_\_, —whatever is good for the United States is justifiable.       |  |  | | --- | --- | | A. | Manifest Destiny |  |  |  | | --- | --- | | B. | Hay Manifesto |  |  |  | | --- | --- | | C. | Roosevelt Corollary |  |  |  | | --- | --- | | D. | Gadsden Policy Position |  |  |  | | --- | --- | | E. | Wilson Mandate | |

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| 64. | \_\_\_\_\_ is the study of the earth’s surface, climate, continents, countries, peoples, industries, and resources.       |  |  | | --- | --- | | A. | Geophysics |  |  |  | | --- | --- | | B. | Geography |  |  |  | | --- | --- | | C. | Cartography |  |  |  | | --- | --- | | D. | Demography |  |  |  | | --- | --- | | E. | Remote sensing | |

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| 65. | \_\_\_\_\_ includes an understanding of how a society’s culture and economy are affected as a nation struggles to supply its people’s needs within the limits imposed by its physical makeup.       |  |  | | --- | --- | | A. | Remote sensing |  |  |  | | --- | --- | | B. | Geography |  |  |  | | --- | --- | | C. | Cartography |  |  |  | | --- | --- | | D. | Demography |  |  |  | | --- | --- | | E. | Geomatics | |

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| 66. | Which of the following best describes the current perception of geographical features such as mountains in the context of economic growth in Europe?       |  |  | | --- | --- | | A. | They provide natural protection from potentially hostile neighbors. |  |  |  | | --- | --- | | B. | They are impediments to efficient trade and communication. |  |  |  | | --- | --- | | C. | They are natural landmarks that symbolize national treasure. |  |  |  | | --- | --- | | D. | They are fortuitous blessings that provide a wealth of natural resources. |  |  |  | | --- | --- | | E. | They are symbols of national heritage and history. | |

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| 67. | In the context of social responsibility and environmental management, which of the following is a byproduct of pollution controls?      |  |  | | --- | --- | | A. | Corporate environmental responsibility. |  |  |  | | --- | --- | | B. | Higher tariffs against developing countries. |  |  |  | | --- | --- | | C. | The disposal of hazardous waste. |  |  |  | | --- | --- | | D. | Reduced availability of petroleum products. |  |  |  | | --- | --- | | E. | The emission of greenhouse gases. | |

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| 68. | Which of the following countries is the world’s top polluter, at present, in almost all respects?       |  |  | | --- | --- | | A. | Brazil |  |  |  | | --- | --- | | B. | China |  |  |  | | --- | --- | | C. | Sudan |  |  |  | | --- | --- | | D. | Afghanistan |  |  |  | | --- | --- | | E. | Zimbabwe | |

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| 69. | Which of the following treaties was revised to include a total ban on the export of hazardous wastes by developed nations?       |  |  | | --- | --- | | A. | Treaty of Lisbon |  |  |  | | --- | --- | | B. | The Basel Convention |  |  |  | | --- | --- | | C. | The North American Free Trade Agreement |  |  |  | | --- | --- | | D. | ASEAN charter |  |  |  | | --- | --- | | E. | St. Andrews agreement | |

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| 70. | \_\_\_\_\_ development is a joint approach among those who seek economic growth with “wise resource management, equitable distribution of benefits and reduction of negative effects on people and the environment from the process of economic growth.”       |  |  | | --- | --- | | A. | Parallel |  |  |  | | --- | --- | | B. | Global |  |  |  | | --- | --- | | C. | Sustainable |  |  |  | | --- | --- | | D. | Unrestricted |  |  |  | | --- | --- | | E. | Holistic | |

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| 71. | Which of the following sources of energy provides the preponderance of energy in much of the underdeveloped world?       |  |  | | --- | --- | | A. | Nuclear power |  |  |  | | --- | --- | | B. | Human labor |  |  |  | | --- | --- | | C. | Wind energy |  |  |  | | --- | --- | | D. | Geothermal power |  |  |  | | --- | --- | | E. | Fossil fuel | |

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| 72. | Which of the following sources of energy dominates the world’s energy usage?       |  |  | | --- | --- | | A. | Hydroelectric power |  |  |  | | --- | --- | | B. | Petroleum products |  |  |  | | --- | --- | | C. | Wind energy |  |  |  | | --- | --- | | D. | Geothermal power |  |  |  | | --- | --- | | E. | Nuclear power | |

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| 73. | Which of the following best explains why petroleum-related products continue to dominate energy usage?       |  |  | | --- | --- | | A. | It is easy to store and transport. |  |  |  | | --- | --- | | B. | Most governments do not favor alternate energy sources. |  |  |  | | --- | --- | | C. | It is still the cheapest form of fuel. |  |  |  | | --- | --- | | D. | Petroleum products remain the most efficient forms of fuel. |  |  |  | | --- | --- | | E. | The reserves of petroleum are unlimited. | |

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| 74. | Which of the following statements is true about the consumption of petroleum products by the United States?       |  |  | | --- | --- | | A. | The U.S. is the largest producer of petroleum products. |  |  |  | | --- | --- | | B. | The U.S. is likely to stay self-sufficient for the next several decades. |  |  |  | | --- | --- | | C. | The U.S. is the third largest consumer of petroleum products. |  |  |  | | --- | --- | | D. | The U.S. has become a major importer of petroleum products. |  |  |  | | --- | --- | | E. | Petroleum products are no longer the largest source of energy for the U.S. | |

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| 75. | Which of the following countries is considered to be the world’s most efficient user of energy?       |  |  | | --- | --- | | A. | Africa |  |  |  | | --- | --- | | B. | Latin America |  |  |  | | --- | --- | | C. | Japan |  |  |  | | --- | --- | | D. | Western Europe |  |  |  | | --- | --- | | E. | China | |

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| 76. | Which of the following countries has an inefficient oil usage pattern chiefly due to outdated technology?       |  |  | | --- | --- | | A. | Africa |  |  |  | | --- | --- | | B. | Latin America |  |  |  | | --- | --- | | C. | China |  |  |  | | --- | --- | | D. | North America |  |  |  | | --- | --- | | E. | Japan | |

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| 77. | Which of the following sources of energy has a greater emphasis in North America?       |  |  | | --- | --- | | A. | Animal wastes |  |  |  | | --- | --- | | B. | Natural gas |  |  |  | | --- | --- | | C. | Coal |  |  |  | | --- | --- | | D. | Oil |  |  |  | | --- | --- | | E. | Wood | |

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| 78. | Which of the following is true with respect to the dynamics of global population trends?       |  |  | | --- | --- | | A. | The demand for goods worldwide may have no effect on migration patterns. |  |  |  | | --- | --- | | B. | Changes in the distribution of population among the world’s countries may fail to influence demand. |  |  |  | | --- | --- | | C. | The global financial crisis has caused migration from rural to urban areas within countries. |  |  |  | | --- | --- | | D. | Economic growth forecasts and assumptions about fertility rates are independent of each other. |  |  |  | | --- | --- | | E. | The existence of sheer numbers of people is significant in appraising potential consumer markets. | |

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| 79. | Which of the following statements is true with respect to the economic effects of controlling population growth?       |  |  | | --- | --- | | A. | Fertility rates increase proportionately to the rate of economic growth. |  |  |  | | --- | --- | | B. | A decline in fertility rate is a function of economic prosperity. |  |  |  | | --- | --- | | C. | Lower male-female ratios favor higher fertility rates. |  |  |  | | --- | --- | | D. | Developing nations tend to have lower fertility compared to developed nations. |  |  |  | | --- | --- | | E. | Higher population growth rates have resulted in increased global trade. | |

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| 80. | Which of the following is true of the industrialized world’s population?       |  |  | | --- | --- | | A. | It is increasing at an unprecedented pace. |  |  |  | | --- | --- | | B. | It is in decline and rapidly aging. |  |  |  | | --- | --- | | C. | It mainly consists of young adults. |  |  |  | | --- | --- | | D. | It is similar to the populations of developing countries. |  |  |  | | --- | --- | | E. | It has remained constant for a long time. | |

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| 81. | The part of the world with the largest portion of people over 65 years is also the part of the world with the fewest number of people under age 15 years. Which of the following is most likely to be a possible result of this disparity?      |  |  | | --- | --- | | A. | A conscious effort to slow down rapid urbanization and industrialization. |  |  |  | | --- | --- | | B. | A larger focus on automation and technology in industries. |  |  |  | | --- | --- | | C. | A heavy tax burden on future workers. |  |  |  | | --- | --- | | D. | An increased focus on lower birthrates through incentives. |  |  |  | | --- | --- | | E. | An increase in migration to other nations. | |

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| 82. | Which of the following factors will ameliorate explosive population expansion in less developed countries?      |  |  | | --- | --- | | A. | Stable worker-to-retiree ratio. |  |  |  | | --- | --- | | B. | Free flow of immigration. |  |  |  | | --- | --- | | C. | Better senior retirement programs. |  |  |  | | --- | --- | | D. | Prenatal sex scanning. |  |  |  | | --- | --- | | E. | Provisions for higher pension. | |

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| 83. | Which of the following is the most universal means used by governments to control birthrates?       |  |  | | --- | --- | | A. | Family planning |  |  |  | | --- | --- | | B. | Universal access to healthcare |  |  |  | | --- | --- | | C. | High literacy levels |  |  |  | | --- | --- | | D. | Education for women |  |  |  | | --- | --- | | E. | Improved nutrition | |

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| 84. | Which of the following is considered to be the most important deterrent to population control?      |  |  | | --- | --- | | A. | Financial benefits of having large families. |  |  |  | | --- | --- | | B. | Poor enforcement mechanism. |  |  |  | | --- | --- | | C. | Lack of awareness about population trends. |  |  |  | | --- | --- | | D. | Government welfare schemes for orphans. |  |  |  | | --- | --- | | E. | Cultural attitudes that favor large families. | |

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| 85. | In the context of global population trends, a nation needs a fertility rate of about 2.1 children per woman to be able to:       |  |  | | --- | --- | | A. | reduce its population. |  |  |  | | --- | --- | | B. | maintain its population. |  |  |  | | --- | --- | | C. | encourage immigration. |  |  |  | | --- | --- | | D. | increase its population. |  |  |  | | --- | --- | | E. | discourage immigration. | |

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| 86. | Which of the following regions of the world is most affected by aging and thus by a steadily decreasing worker-to-retiree ratio?       |  |  | | --- | --- | | A. | Africa |  |  |  | | --- | --- | | B. | America |  |  |  | | --- | --- | | C. | China |  |  |  | | --- | --- | | D. | Asia |  |  |  | | --- | --- | | E. | Europe | |

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| 87. | Countries like \_\_\_\_\_ and the U.S. epitomize the problems caused by an increasing percentage of elderly people who must be supported by a declining number of skilled workers.       |  |  | | --- | --- | | A. | Brazil |  |  |  | | --- | --- | | B. | China |  |  |  | | --- | --- | | C. | Egypt |  |  |  | | --- | --- | | D. | Chile |  |  |  | | --- | --- | | E. | Japan | |

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| 88. | \_\_\_\_\_ represent(s) the attempts of countries to overcome economic and social imbalances created in part by the influence of geography.       |  |  | | --- | --- | | A. | Import tariffs |  |  |  | | --- | --- | | B. | Free Trade policies |  |  |  | | --- | --- | | C. | Trade routes |  |  |  | | --- | --- | | D. | Global migration |  |  |  | | --- | --- | | E. | Resource sharing pacts | |

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| 89. | Which of the following was the earliest trade route?       |  |  | | --- | --- | | A. | Land routes |  |  |  | | --- | --- | | B. | The Internet |  |  |  | | --- | --- | | C. | Sea routes |  |  |  | | --- | --- | | D. | Underground routes |  |  |  | | --- | --- | | E. | Air routes | |

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| 90. | An underpinning of all commerce is \_\_\_\_\_—knowledge of where goods and services exist and where they are needed.      |  |  | | --- | --- | | A. | sustainable development |  |  |  | | --- | --- | | B. | expropriation |  |  |  | | --- | --- | | C. | immigration |  |  |  | | --- | --- | | D. | effective communications |  |  |  | | --- | --- | | E. | political stability | |

**Essay Questions**

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| 91. | How has Japan’s history influenced its contemporary behavior and culture? |

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| 92. | Why do historical records tend to be subjective? Why is a proper understanding of this concept essential for a marketer? |

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| 93. | In the context of the subjective nature of historical events, contrast the American and Mexican perspectives on the Monroe Doctrine. Which popular statement typifies the difference between the perspectives? |

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| 94. | Briefly describe the policies that were accepted the basis for U.S. foreign policy during the 19th and 20th centuries. |

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| 95. | In the context of U.S. foreign policy during the 19th and the 20th centuries, discuss the Roosevelt Corollary. |

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| 96. | Explain, with some examples, how climate and topography of a country affect its economic profile. |

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| 97. | “The construction of dams is a good example of how an attempt to harness nature for good has a bad side.” Explain. |

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| 98. | In the context of social responsibility and environmental management, what is sustainable development? |

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| 99. | How can immigration be helpful to the industrialized world? |

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| 100. | Describe how communication infrastructures are an integral part of international commerce. |

Chapter 03 History and Geography: The Foundations of Culture Answer Key

**True / False Questions**

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| 1. | To understand fully a society’s actions and its points of view, one must have an appreciation for the influence of historical events.    **TRUE**  To understand fully a society’s actions and its points of view, one must have an appreciation for the influence of historical events and the geographical uniqueness to which a culture has had to adapt. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-01 The importance of history and geography in understanding international markets Topic: Historical Perspective in Global Business* |

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| 2. | Confucian philosophy, taught throughout Japan’s history, emphasizes the basic virtue of loyalty to the country.    **TRUE**  Confucian philosophy, taught throughout Japan’s history, emphasizes the basic virtue of loyalty “of friend to friend, of wife to husband, of child to parent, of brother to brother, but, above all, of subject to lord,” that is, to country. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 3. | A fundamental premise of Japanese ideology reflects the importance of individualism and competitive spirit for economic progress.    **FALSE**  A fundamental premise of Japanese ideology reflects the importance of cooperation for the collective good. Japanese achieve consensus by agreeing that all will unite against outside pressures that threaten the collective good. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 4. | Recording of historic events by historians belonging to different cultures gives us a subjective view of history.    **TRUE**  Historical events always are viewed from one’s own biases and self-reference criteria (SRC), and thus, what is recorded by one historian may not be what another records, especially if the historians are from different cultures. Historians traditionally try to be objective, but few can help filtering events through their own cultural biases. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 5. | The Mexican attitude toward their American neighbors may be summed up in the statement—“Geography has made us neighbors, tradition has made us friends.”    **FALSE**  Most Americans would agree with President John F. Kennedy’s proclamation during a visit to Mexico that “Geography has made us neighbors, tradition has made us friends.” North Americans may be surprised to learn that most Mexicans felt it more accurate to say “Geography has made us closer, tradition has made us far apart.” |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 6. | In the context of U.S. foreign policies, the Monroe Doctrine, in its broadest interpretation, meant that Americans were a chosen people ordained by God to create a model society.    **FALSE**  Manifest Destiny, in its broadest interpretation, meant that Americans were a chosen people ordained by God to create a model society. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 7. | In the context of U.S. foreign policies, the Monroe Doctrine was used to justify the U.S. annexation of Texas, Oregon, New Mexico, and California.    **FALSE**  The idea of Manifest Destiny was used to justify the U.S. annexation of Texas, Oregon, New Mexico, and California and, later, U.S. involvement in Cuba, Alaska, Hawaii, and the Philippines. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 8. | In the context of U.S. foreign policies, the Monroe Doctrine dictated the abstention of the United States from European political affairs.    **TRUE**  The Monroe Doctrine, a cornerstone of early U.S. foreign policy, was enunciated by President James Monroe in a public statement proclaiming three basic dicta: no further European colonization in the New World, abstention of the United States from European political affairs, and nonintervention by European governments in the governments of the Western Hemisphere. |

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| 9. | In the context of U.S. foreign policies, the Roosevelt Corollary was an extension of the policy of the Monroe Doctrine.    **TRUE**  Theodore Roosevelt applied the Monroe Doctrine with an extension that became known as the Roosevelt Corollary. The corollary stated that not only would the United States prohibit non-American intervention in Latin American affairs, but it would also police the area and guarantee that Latin American nations met their international obligations. |

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| 10. | In the context of U.S. foreign policies, the Roosevelt Corollary paved the way for non-American intervention in Latin American affairs.    **FALSE**  The Roosevelt Corollary stated that not only would the United States prohibit non-American intervention in Latin American affairs, but it would also police the area and guarantee that Latin American nations met their international obligations. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 11. | The Roosevelt Corollary is typified by the dictum—whatever is good for the United States is justifiable.    **TRUE**  The Roosevelt Corollary was used in the acquisition of the Panama Canal Zone from Colombia in 1903 and the formation of a provisional government in Cuba in 1906. The manner in which the United States acquired the land for the Panama Canal Zone typifies the Roosevelt Corollary—whatever is good for the United States is justifiable. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 12. | Altitude, humidity, and temperature extremes are climatic features that affect the uses and functions of products and equipment.    **TRUE**  Altitude, humidity, and temperature extremes are climatic features that affect the uses and functions of products and equipment. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 13. | Physical barriers that exist within Europe are nowadays seen as a natural protection from potentially hostile neighbors.    **FALSE**  Once seen as natural protection from potentially hostile neighbors, physical barriers that exist within Europe are now seen as impediments to efficient trade in an integrated economic union. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 14. | Countries that suffer the most from major natural calamities are among the poorest in the world.    **TRUE**  Countries that suffer the most from major calamities are among the poorest in the world. Many have neither the capital nor the technical ability to minimize the effects of natural phenomena; they are at the mercy of nature. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 15. | In the context of social responsibility and environmental management, the United States continues to be the world’s top pollution-causing nation.    **FALSE**  China is now the world’s top polluter in almost all respects. By 2020 its green-house-gas emissions will be more than double the closest rival, the United States. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 16. | In the context of social responsibility and environmental management, the process of controlling industrial wastes leads to the issue of disposal of hazardous waste.    **TRUE**  The very process of controlling industrial wastes leads to the critical issue of the disposal of hazardous waste, a byproduct of pollution controls. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 17. | In the context of social responsibility and environmental management, the Basel Convention identified safe dumping zones for hazardous wastes exported by developed nations.    **FALSE**  A treaty among members of the Basel Convention that required prior approval before dumping could occur was later revised to a total ban on the export of hazardous wastes by developed nations. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 18. | In the context of social responsibility and environmental management, the United States leads the fight against pollution with the most stringent greenhouse emission standards in the world.    **FALSE**  With one of the highest pollution rates on a per capital basis, the United States lags behind almost all major competitors in agreeing to greenhouse emission standards. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 19. | In the context of social responsibility and environmental management, sustainable development is about protecting the environment at all costs.    **FALSE**  Sustainable development is not about the environment or the economy or society. It is about striking a lasting balance between all of these. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 20. | In the context of social responsibility and environmental management, the idea of sustainable development is quite popular in the United States owing to the cultural characteristics of the Americans.    **FALSE**  The idea of sustainable development is particularly a problem in the United States, where consumers are often more interested in style than in sustainability, public opinion polls favor growth over the environment, and high school students receive relatively little environmental education. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 21. | The availability of minerals and the ability to generate energy are the foundations of modern technology.    **TRUE**  The availability of minerals and the ability to generate energy are the foundations of modern technology. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 22. | In much of the underdeveloped world, human labor is the prevalent source of energy.    **TRUE**  In much of the underdeveloped world, human labor provides the preponderance of energy. The principal supplements to human energy are animals, wood, fossil fuel, nuclear power, and, to a lesser and more experimental extent, the ocean’s tides, geothermal power, and the sun. |

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| 23. | Petroleum’s versatility ensures that petroleum-related products still dominate energy usage.    **TRUE**  Because of petroleum’s versatility and the ease with which it is stored and transported, petroleum-related products continue to dominate energy usage. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 24. | The United States is a major exporter of petroleum products.    **FALSE**  The United States, which was almost completely self-sufficient until 1942, became a major importer by 1950, and between 1973 and 2000 increased its dependency from 36 percent to over 66 percent of its annual requirements. |

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| 25. | China has emerged as the most efficient user of energy worldwide.    **FALSE**  China spends three times the world average on energy (all sources) to produce one dollar of gross national product (GNP). In comparison with Japan, possibly the world’s most efficient user of energy, where less than 5 ounces of oil is needed to generate $1 in GNP, in China, approximately 80 ounces of oil is needed. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 26. | According to some economists, economic prosperity is a factor that leads to decline in fertility rates.    **TRUE**  Some economists believe that a decline in the fertility rate is a function of economic prosperity and will come only with economic development. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 27. | Most of the major industrialized countries have sufficient internal population growth to maintain themselves.    **FALSE**  While the developing world faces a rapidly growing population, the industrialized world’s population is in decline and rapidly aging. Population growth in many countries has dropped below the rate necessary to maintain present levels. Not one major country has sufficient internal population growth to maintain itself, and this trend is expected to continue for the next 50 years. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 28. | North America is the region of the world most affected by a steadily declining worker-to-retiree ratio.    **FALSE**  Europe is the region of the world most affected by aging and thus by a steadily decreasing worker-to-retiree ratio. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 29. | Trade routes represent the attempts of countries to overcome economic and social imbalances created in part by the influence of geography.    **TRUE**  Trade routes represent the attempts of countries to overcome economic and social imbalances created in part by the influence of geography. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: World Trade Routes* |

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| 30. | Continuous improvements in electronic communications have facilitated the expansion of trade.    **TRUE**  Continuous improvements in electronic communications have facilitated the expansion of trade. First came the telegraph, then the telephone, television, satellites, mobile phones, the computer, the Internet, and combinations of them all. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-08 Communication infrastructures are an integral part of international commerce Topic: Communication Links* |

**Multiple Choice Questions**

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| 31. | Which of the following is true of culture?       |  |  | | --- | --- | | A. | It is a set of texts considered to be sacred. |  |  |  | | --- | --- | | **B.** | It is a society’s accepted basis for responding to external and internal events. |  |  |  | | --- | --- | | C. | It is a branch of philosophy dealing with beauty and taste. |  |  |  | | --- | --- | | D. | It is the philosophical study of being and knowing. |  |  |  | | --- | --- | | E. | It is a set of rules governing socially acceptable behavior. |   Culture can be defined as a society’s accepted basis for responding to external and internal events. To interpret behavior and attitudes in a particular culture or country, a marketer must have some idea of a country’s history and geography. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-01 The importance of history and geography in understanding international markets Topic: Historical Perspective in Global Business* |

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| 32. | In 1066, William the Conqueror defeated Harold II in the Battle of Hastings, establishing Norman rule in \_\_\_\_\_.       |  |  | | --- | --- | | A. | Brazil |  |  |  | | --- | --- | | B. | China |  |  |  | | --- | --- | | **C.** | England |  |  |  | | --- | --- | | D. | Japan |  |  |  | | --- | --- | | E. | France |   In 1066, William the Conqueror is victorious over Harold II in the Battle of Hastings, establishing Norman rule in England and forever linking the country with the continent. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 33. | The \_\_\_\_\_ was a political protest against the British prohibition of Yankee traders from dealing directly with merchants in Canton.       |  |  | | --- | --- | | A. | Hong Kong Revolution |  |  |  | | --- | --- | | **B.** | Boston Tea Party |  |  |  | | --- | --- | | C. | Taiping Rebellion |  |  |  | | --- | --- | | D. | First Opium War |  |  |  | | --- | --- | | E. | Canton Uprising |   In a sense, American history really begins with China. Recall the Boston Tea Party: Our complaint then was the British tax and, more important, the British prohibition against Yankee traders dealing directly with merchants in Canton. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 34. | Which of the following commodities dominated the trade between Britain and China during the early 1800s?       |  |  | | --- | --- | | A. | Bamboo |  |  |  | | --- | --- | | B. | Mother-of-pearl |  |  |  | | --- | --- | | C. | Silk |  |  |  | | --- | --- | | **D.** | Tea |  |  |  | | --- | --- | | E. | Porcelain |   During the early 1800s, the British taste for tea was creating a huge trade deficit with China. Silver bullion was flowing fast in an easterly direction. Though other commodities were also traded, the tea-for-silver swap dominated the equation. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 35. | Which of the following commodities helped Britain erase the tea-caused trade deficit with China during the 1800s?       |  |  | | --- | --- | | A. | Watches |  |  |  | | --- | --- | | B. | Betel nuts |  |  |  | | --- | --- | | C. | Diamonds |  |  |  | | --- | --- | | D. | Textiles |  |  |  | | --- | --- | | **E.** | Opium |   During the early 1800s, the British taste for tea was creating a huge trade deficit with China. Then came the English East India Company’s epiphany: opium. The best opium came from British India, and once the full flow began, the tea-caused trade deficit disappeared fast. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 36. | Which of the following events caused the Chinese to cede Hong Kong to the British?       |  |  | | --- | --- | | **A.** | The First Opium War |  |  |  | | --- | --- | | B. | The Satsuma Rebellion |  |  |  | | --- | --- | | C. | The Tianjing Rebellion |  |  |  | | --- | --- | | D. | The Taiping War |  |  |  | | --- | --- | | E. | The Hong Kong Revolution |   The first opium war and the subsequent signing of the Treaty of Nanjing caused the Chinese to cede Hong Kong and £21 million pounds to the British. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 37. | The opium wars resulted in a loss of confidence in the Chinese government. Which of the following events was caused by the resulting disorder?       |  |  | | --- | --- | | A. | The Boxer Revolution |  |  |  | | --- | --- | | B. | The Satsuma Rebellion |  |  |  | | --- | --- | | C. | The Nanjing Rebellion |  |  |  | | --- | --- | | **D.** | The Taiping Rebellion |  |  |  | | --- | --- | | E. | The Hong Kong Revolution |   One consequence of the humiliation at the hands of foreigners during the two opium wars was a loss of confidence in the Chinese government. The resulting disorder came to a head in Guangxi, the southernmost province of the Empire. This led to the Taiping Rebellion, the single most horrific civil war in the history of the world. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 38. | Which of the following events is one of the pivotal factors behind the wariness of the Chinese leadership toward foreign influences in general, and religious movements in particular, even today?       |  |  | | --- | --- | | A. | The Boxer Revolution |  |  |  | | --- | --- | | B. | The Satsuma Rebellion |  |  |  | | --- | --- | | C. | The Nanjing Rebellion |  |  |  | | --- | --- | | D. | The Hong Kong Revolution |  |  |  | | --- | --- | | **E.** | The Taiping Rebellion |   Based on events in the mid-1800s like the Opium Wars and the Taiping Rebellion, it is easy to see why the Chinese leadership has remained wary of foreign influences in general, and religious movements in particular, even today. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 39. | Which of the following events in the history of China has made the country wary of foreign influences?       |  |  | | --- | --- | | A. | The Boxer Revolution |  |  |  | | --- | --- | | B. | The Satsuma Rebellion |  |  |  | | --- | --- | | C. | The Nanjing Rebellion |  |  |  | | --- | --- | | D. | The Hong Kong Revolution |  |  |  | | --- | --- | | **E.** | The Opium Wars |   Based on events in the mid-1800s like the Opium Wars and the Taiping Rebellion, it is easy to see why the Chinese leadership has remained wary of foreign influences in general, and religious movements in particular, even today. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 40. | Which of the following is one of the tallest skyscrapers in Hong Kong today?       |  |  | | --- | --- | | A. | SunTrust Plaza |  |  |  | | --- | --- | | **B.** | Jardine-Matheson Trading House |  |  |  | | --- | --- | | C. | Vision Tower |  |  |  | | --- | --- | | D. | Comcast Center |  |  |  | | --- | --- | | E. | Aspire Tower |   One of the taller skyscrapers in Hong Kong today is the Jardine-Matheson Trading House. Its circular windows are reminiscent of the portholes of its clipper-ship beginnings in the opium trade. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 41. | Japan was an isolated country before the arrival of \_\_\_\_\_ in 1853.      |  |  | | --- | --- | | A. | Marco Polo |  |  |  | | --- | --- | | B. | Admiral Halsey |  |  |  | | --- | --- | | **C.** | Commodore Perry |  |  |  | | --- | --- | | D. | Admiral Pennington |  |  |  | | --- | --- | | E. | The East India Company |   Unless one has a historical sense of the many changes that have buffeted Japan— seven centuries under the shogun feudal system, the isolation before the arrival of Commodore Perry in 1853, the threat of domination by colonial powers, the rise of new social classes, Western influences, the humiliation of World War II, and involvement in the international community—one will have difficulty fully understanding its contemporary behavior. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 42. | Which of the following may best explain why the Japanese have such strong loyalty toward their companies?       |  |  | | --- | --- | | A. | Zen philosophy |  |  |  | | --- | --- | | B. | Taoism |  |  |  | | --- | --- | | **C.** | Confucian philosophy |  |  |  | | --- | --- | | D. | Buddhism |  |  |  | | --- | --- | | E. | Bushido philosophy |   Loyalty to family, to country, to company, and to social groups and the strong drive to cooperate, to work together for a common cause, permeate many facets of Japanese behavior and have historical roots that date back thousands of years. Confucian philosophy, taught throughout Japan’s history, emphasizes the basic virtue of loyalty “of friend to friend, of wife to husband, of child to parent, of brother to brother, but, above all, of subject to lord,” that is, to country. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 43. | Which of the following events occurred during the Mexican Revolution?       |  |  | | --- | --- | | A. | Overthrowing of dictator Ernesto Zedillo |  |  |  | | --- | --- | | B. | Youth movement against religion |  |  |  | | --- | --- | | C. | Nationalization of the Mexican oil industry |  |  |  | | --- | --- | | **D.** | Expulsion of North American businessmen |  |  |  | | --- | --- | | E. | Support of French arms for the revolutionaries |   The Mexican Revolution, which overthrew the dictator Díaz and launched the modern Mexican state, is particularly remembered for the expulsion of foreigners—most notably North American businessmen who were the most visible of the wealthy and influential entrepreneurs in Mexico. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 44. | In the context of the Mexican-American War, the president of Mexico, the cabinet, and the diplomatic corps assemble at the Mexico City fortress every September 13 to recall the defeat that led to the \_\_\_\_\_.      |  |  | | --- | --- | | **A.** | “despojo territorial” |  |  |  | | --- | --- | | B. | “la pérdida de comercio” |  |  |  | | --- | --- | | C. | “destrucción de la propiedad” |  |  |  | | --- | --- | | D. | “soldados mutilados” |  |  |  | | --- | --- | | E. | “los niños sin hogar” |   A prominent monument at the entrance of Chapultepec Park recognizes Los Niños Heroes (the boy heroes), who resisted U.S. troops, wrapped themselves in Mexican flags, and jumped to their deaths rather than surrender. Mexicans recount the heroism of Los Niños Heroes and the loss of Mexican territory to the United States every September 13, when the president of Mexico, the cabinet, and the diplomatic corps assemble at the Mexico City fortress to recall the defeat that led to the “despojo territorial” (territorial plunder). |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 45. | Which of the following events, leading to the overthrowing of the dictator Díaz, is particularly remembered for the expulsion of foreigners—most notably North American businessmen who were the most visible of the wealthy and influential entrepreneurs?       |  |  | | --- | --- | | A. | The Madero Rebellion |  |  |  | | --- | --- | | **B.** | The Mexican Revolution |  |  |  | | --- | --- | | C. | The Los Niños Rebellion |  |  |  | | --- | --- | | D. | The Mexican-American War |  |  |  | | --- | --- | | E. | The San Patricios Revolution |   The Mexican Revolution, which overthrew the dictator Díaz and launched the modern Mexican state, is particularly remembered for the expulsion of foreigners—most notably North American businessmen who were the most visible of the wealthy and influential entrepreneurs in Mexico. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 46. | In 1450, the \_\_\_\_\_ was the first book printed with movable type.       |  |  | | --- | --- | | A. | Illiad |  |  |  | | --- | --- | | **B.** | Gutenberg Bible |  |  |  | | --- | --- | | C. | Codex Manesse |  |  |  | | --- | --- | | D. | Scriptorium |  |  |  | | --- | --- | | E. | Odyssey |   In 1450, the Gutenberg Bible was the first book printed with movable type. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 47. | Which of the following statements most accurately reflects the feelings of most Mexicans toward the United States?       |  |  | | --- | --- | | A. | Mexicans trust and favor the United States above other trading partners. |  |  |  | | --- | --- | | B. | Mexicans prefer Europeans over the United States with respect to trade. |  |  |  | | --- | --- | | C. | Mexico considers the United States as a protector who will help it emerge as a world power. |  |  |  | | --- | --- | | **D.** | Mexicans see the United States as a threat to their political, economic, and cultural independence. |  |  |  | | --- | --- | | E. | Mexicans see the United States as a land of abundant opportunity and good fortune. |   Mexicans have a love–hate relationship with the United States because Mexicans see the United States as a threat to their political, economic, and cultural sovereignty. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 48. | In 1531, the \_\_\_\_\_ stock exchange was the first exchange to move into its own building, signifying its importance in financing commercial enterprises throughout Europe.       |  |  | | --- | --- | | A. | Bruges |  |  |  | | --- | --- | | B. | Amsterdam |  |  |  | | --- | --- | | C. | Frankfurt |  |  |  | | --- | --- | | **D.** | Antwerp |  |  |  | | --- | --- | | E. | Berliner Borse |   In 1531, Antwerp stock exchange is the first exchange to move into its own building, signifying its importance in financing commercial enterprises throughout Europe and the rising importance of private trade and commerce; Antwerp emerges as a trading capital. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 49. | In 1561, \_\_\_\_\_ came to Europe from the Near East, via the Dutch traders, for the first time.       |  |  | | --- | --- | | **A.** | tulips |  |  |  | | --- | --- | | B. | roses |  |  |  | | --- | --- | | C. | chrysanthemums |  |  |  | | --- | --- | | D. | sunflowers |  |  |  | | --- | --- | | E. | carnations |    In 1561, Via Dutch traders, tulips come to Europe from Near East for first time. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 50. | In 1425, the Hanseatic city of \_\_\_\_\_ became the first Atlantic seaport to be a major trading center.       |  |  | | --- | --- | | A. | Bastogne |  |  |  | | --- | --- | | B. | Lubeck |  |  |  | | --- | --- | | **C.** | Brugge |  |  |  | | --- | --- | | D. | Mons |  |  |  | | --- | --- | | E. | Cologne |   In 1425, the Hanseatic city of Brugge became the first Atlantic seaport to be a major trading center. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 51. | What was the overall end result of the Mexican War of 1846-1848?       |  |  | | --- | --- | | **A.** | Mexico was forced to cede California to the U.S. |  |  |  | | --- | --- | | B. | The U.S. and Mexico signed a non-aggression pact. |  |  |  | | --- | --- | | C. | Mexico gave up California and the U.S. gave up Baja California. |  |  |  | | --- | --- | | D. | Mexico paid the U.S. $5 million for war damages. |  |  |  | | --- | --- | | E. | The U.S. signed a pledge to not invade Mexico again. |   The Mexican War (1846–1848) resulted in Mexico ceding California and a large part of the West to the United States. Refer Exhibit 3.1-Territorial Expansion of United States from 1783. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 52. | The idea of Manifest Destiny was used to justify the U.S. annexation of \_\_\_\_\_.       |  |  | | --- | --- | | A. | Virginia |  |  |  | | --- | --- | | B. | Ohio |  |  |  | | --- | --- | | C. | Pennsylvania |  |  |  | | --- | --- | | **D.** | California |  |  |  | | --- | --- | | E. | Carolina |   The idea of Manifest Destiny was used to justify the U.S. annexation of Texas, Oregon, New Mexico, and California and, later, U.S. involvement in Cuba, Alaska, Hawaii, and the Philippines. |

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| 53. | In 1464, the French royal mail service was established by \_\_\_\_\_.       |  |  | | --- | --- | | A. | Clovis I |  |  |  | | --- | --- | | B. | Napoleon III |  |  |  | | --- | --- | | C. | Childeric I |  |  |  | | --- | --- | | D. | Childebert I |  |  |  | | --- | --- | | **E.** | Louis XI |   In 1464, the French royal mail service established by Louis XI. |

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| 54. | Manifest Destiny and the \_\_\_\_\_ were accepted as the basis for U.S. foreign policy during much of the 19th and 20th centuries.       |  |  | | --- | --- | | A. | Roosevelt Corollary |  |  |  | | --- | --- | | B. | North American Security Treaty |  |  |  | | --- | --- | | **C.** | Monroe Doctrine |  |  |  | | --- | --- | | D. | Grant Mandate |  |  |  | | --- | --- | | E. | Hays Corollary |   Manifest Destiny and the Monroe Doctrine were accepted as the basis for U.S. foreign policy during much of the 19th and 20th centuries. |

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| 55. | In 1600, \_\_\_\_\_ were brought from South America to Europe, where they quickly spread to the rest of world and become a staple of agricultural production.       |  |  | | --- | --- | | A. | tomatoes |  |  |  | | --- | --- | | **B.** | potatoes |  |  |  | | --- | --- | | C. | shallots |  |  |  | | --- | --- | | D. | peanuts |  |  |  | | --- | --- | | E. | eggplants |   In 1600, potatoes were brought from South America to Europe, where they quickly spread to the rest of world and become a staple of agricultural production. |

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| 56. | In the context of U.S. foreign policy in the 19th and the 20th centuries, \_\_\_\_\_, in its broadest interpretation, meant that Americans were a chosen people ordained by God to create a model society.       |  |  | | --- | --- | | A. | Roosevelt Corollary |  |  |  | | --- | --- | | B. | Monroe Doctrine |  |  |  | | --- | --- | | C. | Hays Corollary |  |  |  | | --- | --- | | D. | Grant Mandate |  |  |  | | --- | --- | | **E.** | Manifest Destiny |   Manifest Destiny, in its broadest interpretation, meant that Americans were a chosen people ordained by God to create a model society. More specifically, it referred to the territorial expansion of the United States from the Atlantic to the Pacific. |

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| 57. | The Manifest Destiny specifically referred to the:       |  |  | | --- | --- | | A. | political clout of the United States over European countries. |  |  |  | | --- | --- | | **B.** | territorial expansion of the United States from the Atlantic to the Pacific. |  |  |  | | --- | --- | | C. | focus on investment and infrastructure development in Asia-Pacific. |  |  |  | | --- | --- | | D. | network of intelligence operations across the world, especially the Communist world. |  |  |  | | --- | --- | | E. | “white man’s burden” to develop the underdeveloped parts of the world. |   Manifest Destiny, in its broadest interpretation, meant that Americans were a chosen people ordained by God to create a model society. More specifically, it referred to the territorial expansion of the United States from the Atlantic to the Pacific. |

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| 58. | In 1600, Japan began trading \_\_\_\_\_ for foreign goods.       |  |  | | --- | --- | | A. | diamonds |  |  |  | | --- | --- | | B. | gold |  |  |  | | --- | --- | | C. | platinum |  |  |  | | --- | --- | | D. | copper |  |  |  | | --- | --- | | **E.** | silver |   In 1600, Japan began trading silver for foreign goods. |

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| 59. | Abstention of the United States from European political affairs was one of the three basic dicta of the \_\_\_\_\_.       |  |  | | --- | --- | | **A.** | Monroe Doctrine |  |  |  | | --- | --- | | B. | North American Security Treaty |  |  |  | | --- | --- | | C. | Hays Corollary |  |  |  | | --- | --- | | D. | Grant Mandate |  |  |  | | --- | --- | | E. | Roosevelt Corollary |   The Monroe Doctrine, a cornerstone of early U.S. foreign policy, was enunciated by President James Monroe in a public statement proclaiming three basic dicta: no further European colonization in the New World, abstention of the United States from European political affairs, and nonintervention by European governments in the governments of the Western Hemisphere. |

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| 60. | Which of the following policies was used in the formation of a provisional government in Cuba in 1906?       |  |  | | --- | --- | | A. | The Manifest Destiny |  |  |  | | --- | --- | | B. | The Hay Manifesto |  |  |  | | --- | --- | | C. | The Wilson Mandate |  |  |  | | --- | --- | | **D.** | The Roosevelt Corollary |  |  |  | | --- | --- | | E. | The Gadsden Policy Position |   Theodore Roosevelt applied the Monroe Doctrine with an extension that became known as the Roosevelt Corollary. The Roosevelt Corollary was used in the formation of a provisional government in Cuba in 1906. |

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| 61. | The \_\_\_\_\_, a cornerstone of early U.S. foreign policy, dictated that no further European colonization in the New World would be accepted.       |  |  | | --- | --- | | A. | Madison Corollary |  |  |  | | --- | --- | | **B.** | Monroe Doctrine |  |  |  | | --- | --- | | C. | Hays Corollary |  |  |  | | --- | --- | | D. | Wilson Policy Position |  |  |  | | --- | --- | | E. | Manifest Destiny |   The Monroe Doctrine, a cornerstone of early U.S. foreign policy, was enunciated by President James Monroe in a public statement proclaiming three basic dicta: no further European colonization in the New World, abstention of the United States from European political affairs, and nonintervention of European governments in the governments of the Western Hemisphere. |

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| 62. | Which of the following U.S. foreign policies was applied in 1905 when the Dominican Republic was forced to accept the appointment of an American economic adviser?       |  |  | | --- | --- | | A. | The Manifest Destiny |  |  |  | | --- | --- | | B. | The Hay Manifesto |  |  |  | | --- | --- | | C. | The Wilson Mandate |  |  |  | | --- | --- | | D. | The Gadsden Policy Position |  |  |  | | --- | --- | | **E.** | The Roosevelt Corollary |   The Roosevelt Corollary sanctioning American intervention was applied in 1905 when Roosevelt forced the Dominican Republic to accept the appointment of an American economic adviser, who quickly became the financial director of the small state. |

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| 63. | The manner in which the United States acquired land for the Panama Canal Zone typifies a U.S. foreign policy, \_\_\_\_\_, —whatever is good for the United States is justifiable.       |  |  | | --- | --- | | A. | Manifest Destiny |  |  |  | | --- | --- | | B. | Hay Manifesto |  |  |  | | --- | --- | | **C.** | Roosevelt Corollary |  |  |  | | --- | --- | | D. | Gadsden Policy Position |  |  |  | | --- | --- | | E. | Wilson Mandate |   The Roosevelt Corollary was used in the acquisition of the Panama Canal Zone from Colombia in 1903. The manner in which the United States acquired the land for the Panama Canal Zone typifies the Roosevelt Corollary—whatever is good for the United States is justifiable. |

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| 64. | \_\_\_\_\_ is the study of the earth’s surface, climate, continents, countries, peoples, industries, and resources.       |  |  | | --- | --- | | A. | Geophysics |  |  |  | | --- | --- | | **B.** | Geography |  |  |  | | --- | --- | | C. | Cartography |  |  |  | | --- | --- | | D. | Demography |  |  |  | | --- | --- | | E. | Remote sensing |   Geography, the study of Earth’s surface, climate, continents, countries, peoples, industries, and resources, is an element of the uncontrollable environment that confronts every marketer but that receives scant attention. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-05 The effect of geographic diversity on economic profiles of a country Topic: Geography and Global Markets* |

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| 65. | \_\_\_\_\_ includes an understanding of how a society’s culture and economy are affected as a nation struggles to supply its people’s needs within the limits imposed by its physical makeup.       |  |  | | --- | --- | | A. | Remote sensing |  |  |  | | --- | --- | | **B.** | Geography |  |  |  | | --- | --- | | C. | Cartography |  |  |  | | --- | --- | | D. | Demography |  |  |  | | --- | --- | | E. | Geomatics |   Geography is much more than memorizing countries, capitals, and rivers. It also includes an understanding of how a society’s culture and economy are affected as a nation struggles to supply its people’s needs within the limits imposed by its physical makeup. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-05 The effect of geographic diversity on economic profiles of a country Topic: Geography and Global Markets* |

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| 66. | Which of the following best describes the current perception of geographical features such as mountains in the context of economic growth in Europe?       |  |  | | --- | --- | | A. | They provide natural protection from potentially hostile neighbors. |  |  |  | | --- | --- | | **B.** | They are impediments to efficient trade and communication. |  |  |  | | --- | --- | | C. | They are natural landmarks that symbolize national treasure. |  |  |  | | --- | --- | | D. | They are fortuitous blessings that provide a wealth of natural resources. |  |  |  | | --- | --- | | E. | They are symbols of national heritage and history. |   Mountains, oceans, seas, jungles, and other geographical features can pose serious impediments to economic growth and trade. Once seen as natural protection from potentially hostile neighbors, physical barriers that exist within Europe are now seen as impediments to efficient trade in an integrated economic union. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 67. | In the context of social responsibility and environmental management, which of the following is a byproduct of pollution controls?      |  |  | | --- | --- | | A. | Corporate environmental responsibility. |  |  |  | | --- | --- | | B. | Higher tariffs against developing countries. |  |  |  | | --- | --- | | **C.** | The disposal of hazardous waste. |  |  |  | | --- | --- | | D. | Reduced availability of petroleum products. |  |  |  | | --- | --- | | E. | The emission of greenhouse gases. |   The very process of controlling industrial wastes leads to another and perhaps equally critical issue: the disposal of hazardous waste, a byproduct of pollution controls. |

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| 68. | Which of the following countries is the world’s top polluter, at present, in almost all respects?       |  |  | | --- | --- | | A. | Brazil |  |  |  | | --- | --- | | **B.** | China |  |  |  | | --- | --- | | C. | Sudan |  |  |  | | --- | --- | | D. | Afghanistan |  |  |  | | --- | --- | | E. | Zimbabwe |   China is now the world’s top polluter in almost all respects. By 2020, its greenhouse-gas emissions will be more than double the closest rival, the United States. |

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| 69. | Which of the following treaties was revised to include a total ban on the export of hazardous wastes by developed nations?       |  |  | | --- | --- | | A. | Treaty of Lisbon |  |  |  | | --- | --- | | **B.** | The Basel Convention |  |  |  | | --- | --- | | C. | The North American Free Trade Agreement |  |  |  | | --- | --- | | D. | ASEAN charter |  |  |  | | --- | --- | | E. | St. Andrews agreement |   A treaty among members of the Basel Convention that required prior approval before dumping could occur was later revised to a total ban on the export of hazardous wastes by developed nations. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 70. | \_\_\_\_\_ development is a joint approach among those who seek economic growth with “wise resource management, equitable distribution of benefits and reduction of negative effects on people and the environment from the process of economic growth.”       |  |  | | --- | --- | | A. | Parallel |  |  |  | | --- | --- | | B. | Global |  |  |  | | --- | --- | | **C.** | Sustainable |  |  |  | | --- | --- | | D. | Unrestricted |  |  |  | | --- | --- | | E. | Holistic |   Sustainable development is a joint approach among those (e.g., governments, businesses, environmentalists, and others) who seek economic growth with “wise resource management, equitable distribution of benefits and reduction of negative effects on people and the environment from the process of economic growth.” |

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| 71. | Which of the following sources of energy provides the preponderance of energy in much of the underdeveloped world?       |  |  | | --- | --- | | A. | Nuclear power |  |  |  | | --- | --- | | **B.** | Human labor |  |  |  | | --- | --- | | C. | Wind energy |  |  |  | | --- | --- | | D. | Geothermal power |  |  |  | | --- | --- | | E. | Fossil fuel |   In much of the underdeveloped world, human labor provides the preponderance of energy. The principal supplements to human energy are animals, wood, fossil fuel, nuclear power, and, to a lesser and more experimental extent, the ocean’s tides, geothermal power, and the sun. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 72. | Which of the following sources of energy dominates the world’s energy usage?       |  |  | | --- | --- | | A. | Hydroelectric power |  |  |  | | --- | --- | | **B.** | Petroleum products |  |  |  | | --- | --- | | C. | Wind energy |  |  |  | | --- | --- | | D. | Geothermal power |  |  |  | | --- | --- | | E. | Nuclear power |   Of all the energy sources, oil and gas contribute over 60 percent of world energy consumption. Because of petroleum’s versatility and the ease with which it is stored and transported, petroleum-related products continue to dominate energy usage. |

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| 73. | Which of the following best explains why petroleum-related products continue to dominate energy usage?       |  |  | | --- | --- | | **A.** | It is easy to store and transport. |  |  |  | | --- | --- | | B. | Most governments do not favor alternate energy sources. |  |  |  | | --- | --- | | C. | It is still the cheapest form of fuel. |  |  |  | | --- | --- | | D. | Petroleum products remain the most efficient forms of fuel. |  |  |  | | --- | --- | | E. | The reserves of petroleum are unlimited. |   Because of petroleum’s versatility and the ease with which it is stored and transported, petroleum-related products continue to dominate energy usage. |

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| 74. | Which of the following statements is true about the consumption of petroleum products by the United States?       |  |  | | --- | --- | | A. | The U.S. is the largest producer of petroleum products. |  |  |  | | --- | --- | | B. | The U.S. is likely to stay self-sufficient for the next several decades. |  |  |  | | --- | --- | | C. | The U.S. is the third largest consumer of petroleum products. |  |  |  | | --- | --- | | **D.** | The U.S. has become a major importer of petroleum products. |  |  |  | | --- | --- | | E. | Petroleum products are no longer the largest source of energy for the U.S. |   Many countries that were self-sufficient during much of their early economic growth have become net importers of petroleum during the past several decades and continue to become increasingly dependent on foreign sources. A spectacular example is the United States, which was almost completely self-sufficient until 1942, became a major importer by 1950, and between 1973 and 2000 increased its dependency from 36 percent to over 66 percent of its annual requirements. |

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| 75. | Which of the following countries is considered to be the world’s most efficient user of energy?       |  |  | | --- | --- | | A. | Africa |  |  |  | | --- | --- | | B. | Latin America |  |  |  | | --- | --- | | **C.** | Japan |  |  |  | | --- | --- | | D. | Western Europe |  |  |  | | --- | --- | | E. | China |   As countries industrialize, energy sources are not always efficiently utilized. In comparison with Japan, possibly the world’s most efficient user of energy, where less than 5 ounces of oil is needed to generate $1 in GNP, in China, approximately 80 ounces of oil is needed. |

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| 76. | Which of the following countries has an inefficient oil usage pattern chiefly due to outdated technology?       |  |  | | --- | --- | | A. | Africa |  |  |  | | --- | --- | | B. | Latin America |  |  |  | | --- | --- | | **C.** | China |  |  |  | | --- | --- | | D. | North America |  |  |  | | --- | --- | | E. | Japan |   As countries industrialize, energy sources are not always efficiently utilized. China, for example, spends three times the world average on energy (all sources) to produce one dollar of gross national product (GNP). In comparison with Japan, possibly the world’s most efficient user of energy, where less than 5 ounces of oil is needed to generate $1 in GNP, in China, approximately 80 ounces of oil is needed. The reasons for China’s inefficient oil use are numerous, but the worst culprit is outdated technology. |

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| 77. | Which of the following sources of energy has a greater emphasis in North America?       |  |  | | --- | --- | | A. | Animal wastes |  |  |  | | --- | --- | | B. | Natural gas |  |  |  | | --- | --- | | C. | Coal |  |  |  | | --- | --- | | **D.** | Oil |  |  |  | | --- | --- | | E. | Wood |   When the North American domestic energy consumption is compared with other world regions, it is interesting to note that oil is emphasized in North America, coal in Asia, and natural gas in Europe. |

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| 78. | Which of the following is true with respect to the dynamics of global population trends?       |  |  | | --- | --- | | A. | The demand for goods worldwide may have no effect on migration patterns. |  |  |  | | --- | --- | | B. | Changes in the distribution of population among the world’s countries may fail to influence demand. |  |  |  | | --- | --- | | C. | The global financial crisis has caused migration from rural to urban areas within countries. |  |  |  | | --- | --- | | D. | Economic growth forecasts and assumptions about fertility rates are independent of each other. |  |  |  | | --- | --- | | **E.** | The existence of sheer numbers of people is significant in appraising potential consumer markets. |   Current population, rural/urban population shifts, rates of growth, age levels, and population control help determine today’s demand for various categories of goods. Although not the only determinant, the existence of sheer numbers of people is significant in appraising potential consumer markets. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Dynamics of Global Population Trends* |

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| 79. | Which of the following statements is true with respect to the economic effects of controlling population growth?       |  |  | | --- | --- | | A. | Fertility rates increase proportionately to the rate of economic growth. |  |  |  | | --- | --- | | **B.** | A decline in fertility rate is a function of economic prosperity. |  |  |  | | --- | --- | | C. | Lower male-female ratios favor higher fertility rates. |  |  |  | | --- | --- | | D. | Developing nations tend to have lower fertility compared to developed nations. |  |  |  | | --- | --- | | E. | Higher population growth rates have resulted in increased global trade. |   Family planning and all that it entails is by far the most universal means governments use to control birthrates, but some economists believe that a decline in the fertility rate is a function of economic prosperity and will come only with economic development. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 80. | Which of the following is true of the industrialized world’s population?       |  |  | | --- | --- | | A. | It is increasing at an unprecedented pace. |  |  |  | | --- | --- | | **B.** | It is in decline and rapidly aging. |  |  |  | | --- | --- | | C. | It mainly consists of young adults. |  |  |  | | --- | --- | | D. | It is similar to the populations of developing countries. |  |  |  | | --- | --- | | E. | It has remained constant for a long time. |   While the developing world faces a rapidly growing population, the industrialized world’s population is in decline and rapidly aging. Birthrates in western Europe and Japan have been decreasing since the early or mid-1960s; more women are choosing careers instead of children, and many working couples are electing to remain childless. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 81. | The part of the world with the largest portion of people over 65 years is also the part of the world with the fewest number of people under age 15 years. Which of the following is most likely to be a possible result of this disparity?      |  |  | | --- | --- | | A. | A conscious effort to slow down rapid urbanization and industrialization. |  |  |  | | --- | --- | | B. | A larger focus on automation and technology in industries. |  |  |  | | --- | --- | | **C.** | A heavy tax burden on future workers. |  |  |  | | --- | --- | | D. | An increased focus on lower birthrates through incentives. |  |  |  | | --- | --- | | E. | An increase in migration to other nations. |   The part of the world with the largest portion of people over 65 years is also the part of the world with the fewest number of people under age 15 years. This disparity means that there will be fewer workers to support future retirees, resulting in an intolerable tax burden on future workers, more of the over-65 group remaining in the labor force, or pressure to change existing laws to allow mass migration to stabilize the worker-to-retiree ratio. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 82. | Which of the following factors will ameliorate explosive population expansion in less developed countries?      |  |  | | --- | --- | | A. | Stable worker-to-retiree ratio. |  |  |  | | --- | --- | | **B.** | Free flow of immigration. |  |  |  | | --- | --- | | C. | Better senior retirement programs. |  |  |  | | --- | --- | | D. | Prenatal sex scanning. |  |  |  | | --- | --- | | E. | Provisions for higher pension. |   A recent report from the United Nations makes the strongest argument for change in immigration laws as a viable solution. The free flow of immigration will help ameliorate the dual problems of explosive population expansion in less developed countries and worker shortage in industrialized regions. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 83. | Which of the following is the most universal means used by governments to control birthrates?       |  |  | | --- | --- | | **A.** | Family planning |  |  |  | | --- | --- | | B. | Universal access to healthcare |  |  |  | | --- | --- | | C. | High literacy levels |  |  |  | | --- | --- | | D. | Education for women |  |  |  | | --- | --- | | E. | Improved nutrition |   Family planning and all that it entails is by far the most universal means governments use to control birthrates, but some economists believe that a decline in the fertility rate is a function of economic prosperity and will come only with economic development. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 84. | Which of the following is considered to be the most important deterrent to population control?      |  |  | | --- | --- | | A. | Financial benefits of having large families. |  |  |  | | --- | --- | | B. | Poor enforcement mechanism. |  |  |  | | --- | --- | | C. | Lack of awareness about population trends. |  |  |  | | --- | --- | | D. | Government welfare schemes for orphans. |  |  |  | | --- | --- | | **E.** | Cultural attitudes that favor large families. |   Perhaps the most important deterrent to population control is cultural attitudes about the importance of large families. In many cultures, the prestige of a man, whether alive or dead, depends on the number of his progeny, and a family’s only wealth is its children. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 85. | In the context of global population trends, a nation needs a fertility rate of about 2.1 children per woman to be able to:       |  |  | | --- | --- | | A. | reduce its population. |  |  |  | | --- | --- | | **B.** | maintain its population. |  |  |  | | --- | --- | | C. | encourage immigration. |  |  |  | | --- | --- | | D. | increase its population. |  |  |  | | --- | --- | | E. | discourage immigration. |   Just to keep the population from falling, a nation needs a fertility rate of about 2.1 children per woman. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 86. | Which of the following regions of the world is most affected by aging and thus by a steadily decreasing worker-to-retiree ratio?       |  |  | | --- | --- | | A. | Africa |  |  |  | | --- | --- | | B. | America |  |  |  | | --- | --- | | C. | China |  |  |  | | --- | --- | | D. | Asia |  |  |  | | --- | --- | | **E.** | Europe |   Europe is the region of the world most affected by aging and thus by a steadily decreasing worker-to-retiree ratio. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 87. | Countries like \_\_\_\_\_ and the U.S. epitomize the problems caused by an increasing percentage of elderly people who must be supported by a declining number of skilled workers.       |  |  | | --- | --- | | A. | Brazil |  |  |  | | --- | --- | | B. | China |  |  |  | | --- | --- | | C. | Egypt |  |  |  | | --- | --- | | D. | Chile |  |  |  | | --- | --- | | **E.** | Japan |   Europe, Japan, and The United States epitomize the problems caused by an increasing percentage of elderly people who must be supported by a declining number of skilled workers. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 88. | \_\_\_\_\_ represent(s) the attempts of countries to overcome economic and social imbalances created in part by the influence of geography.       |  |  | | --- | --- | | A. | Import tariffs |  |  |  | | --- | --- | | B. | Free Trade policies |  |  |  | | --- | --- | | **C.** | Trade routes |  |  |  | | --- | --- | | D. | Global migration |  |  |  | | --- | --- | | E. | Resource sharing pacts |   Trade routes represent the attempts of countries to overcome economic and social imbalances created in part by the influence of geography. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: World Trade Routes* |

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| 89. | Which of the following was the earliest trade route?       |  |  | | --- | --- | | **A.** | Land routes |  |  |  | | --- | --- | | B. | The Internet |  |  |  | | --- | --- | | C. | Sea routes |  |  |  | | --- | --- | | D. | Underground routes |  |  |  | | --- | --- | | E. | Air routes |   Early trade routes were over land; later came sea routes, air routes, and, finally, some might say, the Internet to connect countries. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: World Trade Routes* |

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| 90. | An underpinning of all commerce is \_\_\_\_\_—knowledge of where goods and services exist and where they are needed.      |  |  | | --- | --- | | A. | sustainable development |  |  |  | | --- | --- | | B. | expropriation |  |  |  | | --- | --- | | C. | immigration |  |  |  | | --- | --- | | **D.** | effective communications |  |  |  | | --- | --- | | E. | political stability |   An underpinning of all commerce is effective communications—knowledge of where goods and services exist and where they are needed and the ability to communicate instantaneously across vast distances. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-08 Communication infrastructures are an integral part of international commerce Topic: Communication Links* |

**Essay Questions**

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| 91. | How has Japan’s history influenced its contemporary behavior and culture?     Loyalty to the family, country, company, and social groups and the strong drive to cooperate, to work together for a common cause, permeate many facets of Japanese behavior and have historical roots that date back thousands of years. Historically, loyalty and service, a sense of responsibility, and respect for discipline, training, and artistry were stressed to maintain stability and order. Confucian philosophy, taught throughout Japan’s history, emphasizes the basic virtue of loyalty “of friend to friend, of wife to husband, of child to parent, of brother to brother, but, above all, of subject to lord,” that is, to country. A fundamental premise of Japanese ideology reflects the importance of cooperation for the collective good. Japanese achieve consensus by agreeing that all will unite against outside pressures that threaten the collective good. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-02 The effects of history on a countrys culture Topic: Historical Perspective in Global Business* |

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| 92. | Why do historical records tend to be subjective? Why is a proper understanding of this concept essential for a marketer?     Historical events always are viewed from one’s own biases and self-reference criteria (SRC), and thus, what is recorded by one historian may not be what another records, especially if the historians are from different cultures. Historians traditionally try to be objective, but few can help filtering events through their own cultural biases. Our perspective not only influences our view of history but also subtly influences our view of many other matters. For example, maps of the world sold in the United States generally show the United States at the center, whereas maps in Britain show Britain at the center, and so on for other nations. For a marketer, a crucial element in understanding any nation’s business and political culture is the subjective perception of its history. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 93. | In the context of the subjective nature of historical events, contrast the American and Mexican perspectives on the Monroe Doctrine. Which popular statement typifies the difference between the perspectives?     Citizens of the United States feel they have been good neighbors. They see the Monroe Doctrine as protection for Latin America from European colonization and the intervention of Europe in the governments of the Western Hemisphere. Latin Americans, in contrast, tend to see the Monroe Doctrine as an offensive expression of U.S. influence in Latin America. To put it another way, “Europe keep your hands off—Latin America is only for the United States,” an attitude perhaps typified by former U.S. President Ulysses S. Grant, who, in a speech in Mexico in 1880, described Mexico as a “magnificent mine” that lay waiting south of the border for North American interests. The following statement typifies the difference in the perspectives. Most Americans would agree with President John F. Kennedy’s proclamation during a visit to Mexico that “Geography has made us neighbors, tradition has made us friends.” North Americans may be surprised to learn that most Mexicans felt it more accurate to say “Geography has made us closer, tradition has made us far apart.” |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 94. | Briefly describe the policies that were accepted the basis for U.S. foreign policy during the 19th and 20th centuries.     Manifest Destiny and the Monroe Doctrine were accepted as the basis for U.S. foreign policy during much of the 19th and 20th centuries. Manifest Destiny, in its broadest interpretation, meant that Americans were a chosen people ordained by God to create a model society. More specifically, it referred to the territorial expansion of the United States from the Atlantic to the Pacific. The idea of Manifest Destiny was used to justify the U.S. annexation of Texas, Oregon, New Mexico, and California and, later, U.S. involvement in Cuba, Alaska, Hawaii, and the Philippines. The Monroe Doctrine was enunciated by President James Monroe in a public statement proclaiming three basic dicta: no further European colonization in the New World, abstention of the United States from European political affairs, and nonintervention of European governments in the governments of the Western Hemisphere. After 1870, interpretation of the Monroe Doctrine became increasingly broad. In 1881, its principles were evoked in discussing the development of a canal across the Isthmus of Panama. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 95. | In the context of U.S. foreign policy during the 19th and the 20th centuries, discuss the Roosevelt Corollary.     The Monroe Doctrine, a cornerstone of early U.S. foreign policy, was enunciated by President James Monroe in a public statement proclaiming three basic dicta: no further European colonization in the New World, abstention of the United States from European political affairs, and nonintervention by European governments in the governments of the Western Hemisphere. After 1870, interpretation of the Monroe Doctrine became increasingly broad. Theodore Roosevelt applied the Monroe Doctrine with an extension that became known as the Roosevelt Corollary. The corollary stated that not only would the United States prohibit non-American intervention in Latin American affairs, but it would also police the area and guarantee that Latin American nations met their international obligations. The corollary sanctioning American intervention was applied in 1905 when Roosevelt forced the Dominican Republic to accept the appointment of an American economic adviser, who quickly became the financial director of the small state. It was also used in the acquisition of the Panama Canal Zone from Colombia in 1903 and the formation of a provisional government in Cuba in 1906. The manner in which the United States acquired the land for the Panama Canal Zone typifies the Roosevelt Corollary—whatever is good for the United States is justifiable. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-03 How culture interprets events through its own eyes Topic: Historical Perspective in Global Business* |

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| 96. | Explain, with some examples, how climate and topography of a country affect its economic profile.     Altitude, humidity, and temperature extremes are climatic features that affect the uses and functions of products and equipment. Products that perform well in temperate zones may deteriorate rapidly or require special cooling or lubrication to function adequately in tropical zones. For example, manufacturers have found that construction equipment used in the United States requires extensive modifications to cope with the intense heat and dust of the Sahara Desert. Within even a single national market, climate can be sufficiently diverse to require major adjustments. Different seasons between the northern and southern hemispheres also affect global strategies. Bosch-Siemens washing machines designed for European countries require spin cycles to range from a minimum spin cycle of 500 rpm to a maximum of 1,600 rpm. Because the sun does not shine regularly in Germany or in Scandinavia, washing machines must have a 1,600 rpm spin cycle because users do not have the luxury of hanging them out to dry. In Italy and Spain, however, clothes can be damp, because the abundant sunshine is sufficient to justify a spin cycle speed of 500 rpm. Mountains, oceans, seas, jungles, and other geographical features can pose serious impediments to economic growth and trade. For example, mountain ranges cover South America’s west coast for 4,500 miles, with an average height of 13,000 feet and a width of 300 to 400 miles. This natural, formidable barrier has precluded the establishment of commercial routes between the Pacific and Atlantic coasts. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 3 Hard Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 97. | “The construction of dams is a good example of how an attempt to harness nature for good has a bad side.” Explain.     Developing countries consider dams a cost-effective solution to a host of problems. Dams create electricity, help control floods, provide water for irrigation during dry periods, and can be a rich source of fish. However, there are side effects; dams displace people (the Three Gorges Dam in China has displaced 1.3 million people) and silt that ultimately clogs the reservoir is no longer carried downstream to replenish the soil and add nutrients. Similarly, the Narmada Valley Dam Project in India will provide electricity, flood control, and irrigation, but it has already displaced tens of thousands of people, and as the benefits are measured against social and environmental costs, questions of its efficacy are being raised. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 3 Hard Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 98. | In the context of social responsibility and environmental management, what is sustainable development?     Sustainable development is a joint approach among those (e.g., governments, businesses, environmentalists, and others) who seek economic growth with “wise resource management, equitable distribution of benefits and reduction of negative effects on people and the environment from the process of economic growth.” Sustainable development is not about the environment or the economy or society. It is about striking a lasting balance between all of these. More and more companies are embracing the idea of sustainable development as a “win–win” opportunity. Responsibility for protecting the environment does not rest solely with governments, businesses, or activist groups; however, each citizen has a social and moral responsibility to include environmental protection among his or her highest goals. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country Topic: Geography and Global Markets* |

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| 99. | How can immigration be helpful to the industrialized world?     For most countries, mass immigration is not well received by the resident population. However, a recent report from the United Nations makes the strongest argument for change in immigration laws as a viable solution. While the developing world faces a rapidly growing population, the industrialized world’s population is in decline and rapidly aging. The free flow of immigration will help ameliorate the dual problems of explosive population expansion in less developed countries and worker shortage in industrialized regions. Europe is the region of the world most affected by aging and thus by a steadily decreasing worker-to-retiree ratio. To keep the worker-to-retiree ratio from falling, Europe will need 1.4 billion immigrants over the next 50 years, while Japan and the United States will need 600 million immigrants between now and 2050. Immigration will not help ameliorate the problem though if political and cultural opposition to immigration cannot be overcome. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 3 Hard Learning Objective: 03-07 The economic effects of controlling population growth and aging populations Topic: Dynamics of Global Population Trends* |

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| 100. | Describe how communication infrastructures are an integral part of international commerce.     An underpinning of all commerce is effective communications—knowledge of where goods and services exist and where they are needed and the ability to communicate instantaneously across vast distances. Continuous improvements in electronic communications have facilitated the expansion of trade. First came the telegraph, then the telephone, television, satellites, mobile phones, the computer, the Internet, and combinations of them all. Each revolution in technology has had a profound effect on human conditions, economic growth, and the manner in which commerce functions. Each new communications technology has spawned new business models; some existing businesses have reinvented their practices to adapt to the new technology, while other businesses have failed to respond and thus ceased to exist. The Internet and mobile phone revolutions will be no different; they too affect human conditions, economic growth, and the manner in which commerce operates. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 03-08 Communication infrastructures are an integral part of international commerce Topic: Communication Links* |