

Questions about the topic 2.1:

1. Business success today depends much on...
 - a. ... a company's ability to trade, invest and exchange ideas and knowledge.
 - b. ... avoiding conflicts and mistakes amongst employees.
 - c. ... a company's ability to respect and understand the communities in which it operates.

2. Wasted talent, missed market opportunities, failed deals and a reduced 'licence to do business' in the community are often caused by what?
 - a. By spending too much resources on market research to better understand the needs and preferences of increasingly segmented consumer groups from different countries and cultures.
 - b. By the failure to recognise, respect and effectively implement cultural differences in the community, market and workplace.
 - c. By business leaders who don't take part in intercultural trainings.

3. By successfully managing diversity and dealing with intercultural challenges worldwide, businesses make an important contribution to...
 - a. ... implement corporate social responsibility in their business policies.
 - b. ... support business investment, economic activity, employment and income.
 - c. ... the promotion of intercultural understanding in the broader society.

Correct answers:

1c

2b

3c