

Chapter 2: The Global Customer

TRUE/FALSE

1. Because rules differ among cultures about how to talk to and act toward others, service communication problems arise.

ANS: T PTS: 1

2. Compared to outsourcing, nearshoring offers certain advantages such as similar time zones, cultural and linguistic affinity, geographical proximity, as well as economic, political, or historical linkages.

ANS: T PTS: 1

3. When compared to offshoring or nearshoring, homeshoring is more likely to risk accent fatigue, cultural disconnection, and customer rage.

ANS: F PTS: 1

4. Culture is defined as a system of shared values, beliefs, and rituals that are learned and passed on through generations of families and social groups.

ANS: T PTS: 1

5. Cultural differences in nonverbal behaviors are not a common source of misunderstandings and conflict in the workplace.

ANS: F PTS: 1

6. To communicate effectively with other people, we must know them as individuals--their unique background, personality, preferences, and style.

ANS: T PTS: 1

7. Examples of diversity include race, age, gender, sexual orientation, ethnicity, physical ability, religion, education, and appearance.

ANS: T PTS: 1

8. Despite generational differences, workers and customers tend to view service in the same way.

ANS: F PTS: 1

9. A person from Generation Z is more self-directed and processes information at lightening speed.

ANS: T PTS: 1

10. The Mature Generation consists of consumers who are typically more loyal and prefer not to shop online because they may not be very computer savvy.

ANS: T PTS: 1

11. A disability is a condition caused by an accident, trauma, genetics, or disease, which may limit a person's mobility, hearing, vision, speech, or mental function.

ANS: T PTS: 1

12. It is not important for companies to plan ahead to meet the requirements of their customers with disabilities.

ANS: F PTS: 1

13. Etiquette considered appropriate when interacting with disabled people is based primarily on respect and courtesy without being condescending.

ANS: T PTS: 1

14. It is best *not* to ask questions when you are unsure of what to do when communicating with a disabled person.

ANS: F PTS: 1

15. According to the Americans with Disabilities Act, a service animal is any animal that has been individually trained to provide assistance or perform tasks for the benefit of a person with a physical or mental disability.

ANS: T PTS: 1

16. When serving a person who is accompanied by a service dog, it is advisable to touch the service animal.

ANS: F PTS: 1

17. On the whole, the younger generations prefer to conduct business and make purchases online or by phone instead of face-to-face.

ANS: T PTS: 1

18. As business has turned more to an integrated world market to meet its needs, the difficulties of communicating at a global level have become increasingly widespread.

ANS: T PTS: 1

MULTIPLE CHOICE

1. The purchase of labor from a source outside of the company rather than using the company's own staff is called

- | | |
|-----------------|-----------------------|
| a. homeshoring. | c. nearshoring. |
| b. outsourcing. | d. none of the above. |

ANS: B PTS: 1

2. Repeating back what is said using other words for clarification is called

- | | |
|--------------------------|------------------------------|
| a. stereotyping. | c. paraphrasing. |
| b. concept of authority. | d. concept of understanding. |

ANS: C PTS: 1

3. Which term is defined as the pattern of collective character, behavioral, temperamental, emotional, and mental traits of a person?
- a. personality
 - b. character
 - c. attitude
 - d. aptitude

ANS: A PTS: 1

4. People known for being systematic, well organized, and deliberate are described as which personality type?
- a. driver
 - b. amiable
 - c. expressive
 - d. analytical

ANS: D PTS: 1

5. People who want to build relationships, love to give others support and attention, value suggestions from others, and fear disagreement are described as which personality type?
- a. analytical
 - b. driver
 - c. amiable
 - d. expressive

ANS: C PTS: 1

6. Which generation has been highly nurtured by family and others, and uses the Internet as their medium for communicating, entertaining, and learning?
- a. Baby Boomers
 - b. Generation X
 - c. Generation Y
 - d. Generation Z

ANS: C PTS: 1

7. Which generation is also called Millennials?
- a. Generation X
 - b. Generation Y
 - c. Generation Z
 - d. Baby Boomers

ANS: B PTS: 1