

SoSe 2019

1. Prüfungstermin

Prüfung: Einheitliche Modulklausur Internationales Management (Bachelor); 95903  
hier: Teilgebiet Internationales Personalmanagement

Prüfer im Teilgebiet: Univ.-Prof. Dr. Volker Stein

Matrikel-Nr.:

Punkte im Teilgebiet:

Zugelassene Hilfsmittel: unkommentiertes Englisch-Fremdsprachenwörterbuch bzw. nicht programmierbare Englisch-Übersetzungshilfe

The exam questions consist of one page and have to be submitted together with your written text!  
Please read the tasks carefully and respond to the questions!

**Task 1****(30 %)**

- (a) Explain the *Hofstede* dimension “Uncertainty Avoidance”. (15%)  
(b) Explain the difference between generalization and stereotype. (15 %)

**Task 2****(30 %)**

In the article by *Ghemawat* (independent literature work), the author writes about trade in the times of a trade war. Please explain how the recommendations the author gives can be brought together with the “Competitive Acceptance” framework.

**Task 3****(40 %)**

You read the following text.

Critically analyze the arguments by the author on the basis of your knowledge about intercultural communication and emotions. How would representatives of the different patterns of intercultural behavior (cultural chameleon etc.) each react towards culturally affective and towards culturally neutral communication?

**How Culture Controls Communication**

Business leaders know that intercultural savvy [= Durchblick, gesunder Menschenverstand] is vitally important – not just because they have to deal increasingly with globalization, but also because the work force within their own national borders is growing more and more diverse. (...)

Every culture has rules that its members take for granted. Few of us are aware of our own biases because cultural imprinting is begun at a very early age. And while some of culture’s knowledge, rules, beliefs, values, phobias and anxieties are taught explicitly, most is absorbed subconsciously.

Of course, we are all individuals, and no two people belonging to the same culture are guaranteed to respond in exactly the same way. However, generalizations are valid to the extent that they provide clues on what you will most likely encounter – and how those differences impact communication. (...)

In international business dealings, reason and emotion both play a role. Which of these dominates depends upon whether we are affective (readily showing emotions) or emotionally neutral in our approach. Members of neutral cultures do not telegraph their feelings, but keep them carefully controlled and subdued. In cultures with high affect, people show their feelings plainly by laughing, smiling, grimacing, scowling – and sometimes crying, shouting, or walking out of the room.

(Source: <https://www.forbes.com/sites/carolkinseygoman/2011/11/28/how-culture-controls-communication/#3c6d2a1a263b>, 28.11.2011, called 11.07.2019)

– Good luck! –