

International Marketing, 18e (Cateora)

Chapter 3 History and Geography: The Foundations Of Culture

1) A country's history influences business decisions such as market entry and personnel decisions.

Answer: TRUE

Explanation: History influences business decisions such as foreign direct investments, market entry, and even personnel choices.

Difficulty: 1 Easy

Topic: Economic and Business Implications of Cultural Change

Learning Objective: 03-01 The importance of history and geography in understanding international markets.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

2) Confucian philosophy, taught throughout Japan's history, emphasizes the basic virtue of loyalty to the country.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: Elements of Culture

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

3) Working as individuals, rather than together, for a common cause is a fundamental belief in Japanese behavior.

Answer: FALSE

Explanation: 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.

Difficulty: 1 Easy

Topic: Elements of Culture

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

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

Answer: TRUE

Explanation: Historical events always are viewed from one's own biases and self-reference criteria, 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.

Difficulty: 2 Medium

Topic: Elements of Culture

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

5) Mexico's attitude toward America is accurately summed up in the statement—"Geography has made us neighbors, tradition has made us friends."

Answer: FALSE

Explanation: 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."

Difficulty: 1 Easy

Topic: Elements of Culture

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

6) In the context of U.S. foreign policies, the Monroe Doctrine, in its broadest interpretation, meant that the United States surrendered occupation of Cuba to the Soviet Union.

Answer: FALSE

Explanation: Citizens of the U.S. saw the Monroe Doctrine as protection for Latin America from European colonization and the intervention of Europe in the governments of the Western Hemisphere.

Difficulty: 1 Easy

Topic: Government Intervention in Foreign Direct Investment

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

7) Manifest Destiny was used to justify the U.S. annexation of Texas, Oregon, New Mexico, and California.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: Government Intervention in Foreign Direct Investment

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

8) The Monroe Doctrine dictated that there would be no further European colonization in the New World.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: Government Intervention in Foreign Direct Investment

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

9) The Roosevelt Corollary played a significant role in the U.S. acquisition of the Panama Canal.

Answer: TRUE

Explanation: 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. It 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.

Difficulty: 1 Easy

Topic: Government Intervention in Foreign Direct Investment

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

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

Answer: FALSE

Explanation: 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.

Difficulty: 1 Easy

Topic: Government Intervention in Foreign Direct Investment

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

11) An accurate depiction of the Roosevelt Corollary is "whatever is good for the United States is justifiable."

Answer: TRUE

Explanation: 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.

Difficulty: 2 Medium

Topic: Government Intervention in Foreign Direct Investment

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

12) To understand a country's attitudes, prejudices, and fears, it is necessary to look beyond the surface of current events to the inner subtleties of the country's entire past for clues.

Answer: TRUE

Explanation: To understand a country's attitudes, prejudices, and fears, it is necessary to look beyond the surface of current events to the inner subtleties of the country's entire past for clues.

Difficulty: 1 Easy

Topic: Elements of Culture

Learning Objective: 03-04 How long-past U.S. international policies still affect customer attitudes abroad.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

13) Altitude, humidity, and temperature extremes are climatic features that affect the uses and functions of products and equipment.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: Geographical Implications that Affect Trade

Learning Objective: 03-05 The effect of geographic diversity on economic profiles of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

14) While temperatures and rainfall affect trade because they can vary, geographical conditions such as mountains and oceans do not have an effect on trade.

Answer: FALSE

Explanation: Mountains, oceans, seas, jungles, and other geographical features can pose serious impediments to economic growth and trade.

Difficulty: 2 Medium

Topic: Geographical Implications that Affect Trade

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

15) Countries that suffer the most from major natural calamities are among the poorest in the world.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: Geographical Implications that Affect Trade

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

16) In the context of social responsibility and environmental management, the United States continues to be the world's top pollution-causing nation.

Answer: FALSE

Explanation: 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.

Difficulty: 1 Easy

Topic: Environmental Sustainability

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

17) The process of controlling industrial wastes leads to the issue of disposal of hazardous waste, a by-product of pollution controls.

Answer: TRUE

Explanation: The very process of controlling industrial wastes leads to the critical issue of the disposal of hazardous waste, a by-product of pollution controls. Countries encountering increasing difficulty in the disposal of wastes at home are seeking countries willing to assume the burden of disposal.

Difficulty: 1 Easy

Topic: Environmental Sustainability

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

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

Answer: FALSE

Explanation: 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.

Difficulty: 2 Medium

Topic: Key Regulations Governing Ethics and Social Responsibility

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

19) The United States leads the fight against pollution with the most stringent greenhouse emission standards in the world.

Answer: FALSE

Explanation: The United States has one of the highest pollution rates on a per capital basis. But, in 2017 the Trump administration decided to back out of the Paris Climate Accords, ceding global climate change mitigation to Chinese and European Union leadership.

Difficulty: 1 Easy

Topic: Key Regulations Governing Ethics and Social Responsibility

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

20) In the context of social responsibility and environmental management, sustainable development is about protecting the environment at all costs.

Answer: FALSE

Explanation: Sustainable development is not about the environment or the economy or society on an individual basis. It is about striking a lasting balance between all of these.

Difficulty: 2 Medium

Topic: Key Regulations Governing Ethics and Social Responsibility

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

21) Sustainable development is often frowned upon in the United States because consumers are more interested in style than sustainability.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: Key Regulations Governing Ethics and Social Responsibility

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

22) One of the foundations of modern technology is the ability to generate energy because nations are not equal in their ability to produce energy.

Answer: TRUE

Explanation: The availability of minerals and the ability to generate energy are the foundations of modern technology. The locations of Earth's resources, as well as the available sources of energy, are geographic accidents. The world's nations are not equally endowed, and no nation's demand for a particular mineral or energy source necessarily coincides with domestic supply.

Difficulty: 1 Easy

Topic: Geographical Implications that Affect Trade

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

23) In much of the underdeveloped world, human labor is the prevalent source of energy.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: Geographical Implications that Affect Trade

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

24) A major reason why China is inefficient in oil usage is because of outdated technology.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: How the Physical Environment and Technology Influence Culture

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

25) The amount of renewable energy resources such as wood and solar power has decreased sharply in the last decade.

Answer: FALSE

Explanation: The increases in renewable energy sources (wood, peat, dung, wind, solar, and geothermal) have increased tenfold during the last three years creating new jobs along the way.

Difficulty: 1 Easy

Topic: Environmental Sustainability

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

26) China has emerged as the most efficient user of energy worldwide.

Answer: FALSE

Explanation: 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.

Difficulty: 1 Easy

Topic: How the Physical Environment and Technology Influence Culture

Learning Objective: 03-06 Why marketers need to be responsive to the geography of a country.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

27) According to some economists, economic prosperity is a factor that leads to the decline in fertility rates.

Answer: TRUE

Explanation: 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.

Difficulty: 2 Medium

Topic: Economic and Business Implications of Cultural Change

Learning Objective: 03-07 The economic effects of controlling population growth and aging populations.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

28) Currently, the developing world has a growing population while the industrialized world's population is declining.

Answer: TRUE

Explanation: While the developing world faces a rapidly growing population, the industrialized world's population is in decline and rapidly aging. Not one major country has sufficient internal population growth to maintain itself, and this trend is expected to continue for the next 50 years.

Difficulty: 1 Easy

Topic: Challenges and Opportunities Created by Globalization

Learning Objective: 03-07 The economic effects of controlling population growth and aging populations.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

29) North America is the region of the world most affected by a steadily declining worker-to-retiree ratio.

Answer: FALSE

Explanation: 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.

Difficulty: 1 Easy

Topic: Challenges and Opportunities Created by Globalization

Learning Objective: 03-07 The economic effects of controlling population growth and aging populations.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

30) Continuous improvements in electronic communications have facilitated the expansion of trade.

Answer: TRUE

Explanation: 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.

Difficulty: 1 Easy

Topic: How Globalization Affects New-Product Development

Learning Objective: 03-08 Communication infrastructures are an integral part of international commerce.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 31) The Boston Tea Party is an example of how U.S. history really begins with China because
- A) China placed a tax on the British who in turn taxed the colonists.
 - B) the British prohibited American traders from dealing directly with China.
 - C) the British recognized China as a more valuable market.
 - D) China attempted to export tea into the colonies.
 - E) most colonists had genealogical roots in China.

Answer: B

Explanation: 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, China.

Difficulty: 2 Medium

Topic: Government Policies Affecting Trade

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 32) The _____ was a political protest against the British taxing system.
- A) Hong Kong Revolution
 - B) Boston Tea Party
 - C) Taiping Rebellion
 - D) First Opium War
 - E) Canton Uprising

Answer: B

Explanation: 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.

Difficulty: 1 Easy

Topic: Government Policies Affecting Trade

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

33) Which commodity dominated the trade between Britain and China during the early 1800s?

- A) bamboo
- B) mother-of-pearl
- C) silk
- D) tea
- E) porcelain

Answer: D

Explanation: 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.

Difficulty: 1 Easy

Topic: Government Policies Affecting Trade

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

34) What commodity did the English East India Company turn to in order to help Britain erase the tea-caused trade deficit with China during the 1800s?

- A) watches
- B) betel nuts
- C) diamonds
- D) textiles
- E) opium

Answer: E

Explanation: 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.

Difficulty: 1 Easy

Topic: Government Policies Affecting Trade

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

35) What was the result of the First Opium War between the British and China?

- A) China ceded Hong Kong to Britain.
- B) Hong Kong was displaced to China at a cost of \$10 million pounds.
- C) China blockaded all British ports.
- D) Opium was legalized to make trading easier for both countries.
- E) No taxes were allowed to be levied on opium imports or exports.

Answer: A

Explanation: 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.

Difficulty: 2 Medium

Topic: Government Policies Affecting Trade

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

36) The opium wars resulted in a loss of confidence in the Chinese government that led to the revolt known as the Taiping Rebellion. How many Chinese lives were lost in this rebellion?

- A) 2 million
- B) 40,000
- C) 400,000
- D) 20–40 million
- E) 2.4 million

Answer: D

Explanation: 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. Estimates of the death toll from the *Taiping Rebellion* stand between 20 and 40 million people

Difficulty: 2 Medium

Topic: Elements of Culture

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

37) Which event 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

Answer: E

Explanation: Based on events in the mid-1800s, like the Opium Wars (core issue: foreign access to Chinese trade) and the Taiping Rebellion Wars (core issue: rebellion led by religious zealot influenced by Protestant Western missionaries), it is easy to see why the Chinese leadership has remained wary of foreign influences in general, and religious movements in particular, even today.

Difficulty: 1 Easy

Topic: Elements of Culture

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

38) What event ultimately became about foreign access to Chinese trade?

- A) the Boxer Revolution
- B) the Satsuma Rebellion
- C) the Vietnam War
- D) the Louisiana Purchase
- E) the Opium Wars

Answer: E

Explanation: Opium Wars were fought between China and Britain over the British-run opium trade in China during the middle 1800s. The British navy attacked Chinese ports in retribution for a Chinese ban on the drug, and the Treaty of Nanjing signed in 1842 allowed greater European access to Chinese ports generally, a resumption of the opium trade, and ceding of Hong Kong to British control. Ultimately the *Opium War* became about foreign access to Chinese trade.

Difficulty: 2 Medium

Topic: Government Policies Affecting Trade

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

39) How did the British respond in 1839 after the Emperor of China ordered the destruction of opium inventories in Canton?

- A) The British taxed China for existing inventories.
- B) The British sunk ships in the Pearl River.
- C) The British opened all Chinese ports.
- D) The British joined forces with China and also destroyed its inventories.
- E) The British made an agreement with America for opium supplies.

Answer: B

Explanation: The Emperor ordered the destruction of the inventories in Canton (now known as Guangzhou). By 1839 the trade was dead. The British responded by sinking junks in the Pearl River and blockading all Chinese ports.

Difficulty: 2 Medium

Topic: Government Policies Affecting Trade

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

40) 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

Answer: C

Explanation: The foundation for Japan's contemporary behavior includes 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.

Difficulty: 1 Easy

Topic: Challenges of Leading Global Change

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

41) 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

Answer: C

Explanation: 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.

Difficulty: 2 Medium

Topic: Ethical Decision Making

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

42) During the early 1800s, the British taste for tea was creating a huge trade deficit for Britain with what country?

- A) France
- B) Italy
- C) Belgium
- D) Finland
- E) China

Answer: E

Explanation: 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. Then came the English East India Company's epiphany: opium. Easy to ship, high value to volume and weight ratios, and addicting to customers—what a great product! At the time, the best opium came from British India, and once the full flow began, the tea-caused trade deficit disappeared fast.

Difficulty: 1 Easy

Topic: Overview of Trade

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 43) According to Confucian philosophy, above all else, loyalty should be given to
- A) family.
 - B) spouse.
 - C) parents.
 - D) company.
 - E) country.

Answer: E

Explanation: 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.

Difficulty: 2 Medium

Topic: Ethical Decision Making

Learning Objective: 03-02 The effects of history on a country's culture.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 44) What event occurred during the Mexican Revolution?

- A) the overthrowing of dictator Ernesto Zedillo
- B) the youth movement against religion
- C) the nationalization of Mexican oil industry
- D) the expulsion of North American businessmen
- E) the support of French arms for revolutionaries

Answer: D

Explanation: 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.

Difficulty: 1 Easy

Topic: Challenges and Opportunities Created by Globalization

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

45) On September 13, the president of Mexico, the cabinet, and diplomatic corps assemble to recall "despojo territorial." What is its significance?

- A) U.S. troops claimed 890,000 square miles of land that became Arizona, California, New Mexico, and Texas.
- B) U.S. border officials allowed the peaceful crossing of Mexican citizens into the United States.
- C) Trade barriers were lifted between Mexico and the U.S.
- D) U.S. and Mexican soldiers defeated the Chinese attempt to take over this land.
- E) Mexico joined forces with Europe to defeat the U.S. attempt to purchase Louisiana.

Answer: A

Explanation: 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). To the Mexican, the exploit to which the "halls of Montezuma" refers is remembered as U.S. troops marching all the way to the center of Mexico City and extracting as tribute 890,000 square miles that became Arizona, California, New Mexico, and Texas.

Difficulty: 2 Medium

Topic: North America 's Marketplace in the World Economy

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

46) Which event, 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

Answer: B

Explanation: 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.

Difficulty: 1 Easy

Topic: Challenges and Opportunities Created by Globalization

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

47) History helps us understand why nations behave the way they do. For this reason, most historians try to present information

- A) anonymously.
- B) objectively.
- C) simultaneously.
- D) verbally.
- E) subjectively.

Answer: B

Explanation: Historical events always are viewed from one's own biases and self-reference criteria, 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.

Difficulty: 2 Medium

Topic: Elements of Culture

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

48) Which statement most accurately reflects the feelings of most Mexicans toward the United States in terms of the economy?

- 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 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.

Answer: D

Explanation: 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.

Difficulty: 2 Medium

Topic: Elements of Culture

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 49) Citizens of the United States felt that the Monroe Doctrine provided
- A) an opportunity for Latin America to become a superpower among nations.
 - B) excessive tariffs on imported goods.
 - C) higher priced goods in the United States.
 - D) protection for Latin America from European colonization.
 - E) a message to Latin America that Russia was in control.

Answer: D

Explanation: 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.

Difficulty: 2 Medium

Topic: Government Policies Affecting Trade

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 50) Which policy implied that Latin America was only for the United States and European countries should not attempt to control it?

- A) Monroe Doctrine
- B) Manifest Destiny
- C) Confucian philosophy
- D) Taiping Rebellion pact
- E) Opium war treaty

Answer: A

Explanation: One way to describe the Monroe Doctrine is "Europe keep your hands off—Latin America is only for the United States." The Monroe Doctrine proclaimed: 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.

Difficulty: 2 Medium

Topic: Government Policies Affecting Trade

Learning Objective: 03-03 How culture interprets events through its own eyes.

Bloom's: Understand

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