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