

UNITE D'ENSEIGNEMENT ET DE RECHERCHE DE LETTRES ET SCIENCES HUMAINES

Section : ANGLAIS L.E.A

Diplôme : Maîtrise

Niveau : 2

Cycle : 2

Date : 4/09/04

Heure : 8h30

Salle : CU 445

U.E. : 41

Durée : 3 heure(s)

Intitulé de l'épreuve : Anglais langue de spécialité CM

Noms des Professeurs Responsables : M.F. Narcy-Combes

Validation Cours « Intercultural communication for business purposes »

Question 1

Case study (10 points)

a/ An American manager working in Japan is particularly impressed by the performance of one member of the team. At the next team meeting he praises that person warmly in front of the whole group. The other team members look uneasy. What happened? (50 words) /2

b/ Negotiations: what cultural parameters explain the following statements? Justify and say what problems are likely to arise when negotiating with people from a different culture. (50 words per item) each item /2

I've booked a table at a wonderful restaurant. Let's go there first, and we will continue the negotiations after lunch.

Parameter:

Explanation:

Problem:

The boss isn't there -- I suggest we cancel the meeting..

Parameter:

Explanation:

Problem:

I disagree with your idea:

Parameter:

Explanation:

Problem:

OK, lets go round the table and see what everyone think about the deal..

Parameter:

Explanation:

Problem:

Question 2

Here are some business intercultural tips concerning Greece. Read the document. What cultural parameters explain the different points that are made by the author? For each of them, what advice would you give to a Greek business executive concerning the necessary adaptations he/she will have to make when going to Great Britain to meet their British partners?

W

Keeping it in the family

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Family plays a central role in Greek life and many businesses, particularly smaller ones, are family-run

Building personal relationships with associates is vital, as all Greeks have a wide network of friends and family who may in turn become useful business contacts. Greeks are very proud of their cultural heritage and showing an awareness of their history and traditions will be appreciated.

English is widely spoken. Although an informal culture, observe formalities on first meeting and address counterparts by their surname, unless invited to use their first name. If you have met your counterparts several times, you may be greeted with a kiss on both cheeks.

Greeks are fairly flexible about timing and meetings have a tendency to overrun so allow plenty of extra time in your schedule.

Business dinners are very popular and are often a good opportunity for negotiations. A warm and friendly people, the Greeks are

excellent hosts and dinners can last several hours, with wine and ouzo typically served with the meal. You may also be invited to an associate's home for a meal or a family celebration. Don't be surprised if you are questioned about your family and career – this is quite natural and you are welcome to reciprocate.

Negotiations tend to be boisterous, with most people voicing an opinion. You will be expected to prove your case conclusively and don't be put off by interruptions or questions. Greeks admire experience so where possible show that you have extensive knowledge of the subject.

Be aware that an upward nod of the head accompanied by a "tsk" sound means no, not yes. Avoid making the OK sign with your thumb and forefinger and don't use the palm of your hand to indicate "stop" as these are considered very rude gestures.

Take time to enjoy a coffee with associates at a local cafe and soak up some culture – a must for any visitor to Greece.



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