

Question 1: For an effective business message beginning and ending should be impressive? Do you agree with this statement?

Question 2: How do religion, social norms and language work as individual cultural variable?

Answer:

## **Religion**

Be careful of religious beliefs within foreign countries. Although some basic beliefs overlap, there some major differences In connection with religion there is great need for tolerance. Buddhism, Hinduism, and Moslem religions are found in many parts of the world, affecting the values (and attire) of people professing these faiths. For instances, these three religions forbid consumption of alcohol; Religious holidays affect international communication, interrupting work schedules or delaying responses to requests Be aware too that religion can affect the status of women; their positions within an economy and even their buying patterns and habits of dress.

## **Religion**

Homogeneity and diversity of belief structure

1. Are you aware of the major religious beliefs that could affect your business relationships?
2. Will the religious holidays affect your rhythm of conducting business?
3. What personal behavior is acceptable and nonacceptable?

## **Social Norms**

In various ways any national environmental constraints - education, law and regulations, economics, politics, religion - affect a nation's social norms. In many countries a male line of the family profoundly influences some business decisions. Decisions, buying patterns, pooling of resources, special interests affect behavior and business communication. Beyond the immediate family a bond may exist between persons, based on caste, class, age, or even special interests. Be aware of anation's social norms.

## **Social Norms**

importance of family, influence of past colonial influences:

Question 3: How far do you agree that cultural differences provide hinderance to a company in this atmosphere of globalization?

Question 4: Individual cultural variables are very important to understand intercultural communication, discuss with three individual cultural variables:

Answer:

Individual cultural variables are very important to understand intercultural communication because While communicating, the message sender and the receiver are both affected by external and internal stimuli. So communicating with business people in a foreign country you must realize that overall individual cultural and other culture as well. Three individual cultures are discussed below:

## **Food**

Food is one of the individual cultural variables. In order to understand individual culture It may be a good idea prior to visiting your host country to visit various ethnic restaurants in your home country.