

## Work And Business Across Cultures

**Assignments** (refer to Mock exam text 15)

Die Lösungen müssen immer erkennbare Bezüge zum vorgelegten Text enthalten, auch wenn dies nicht ausdrücklich in der Aufgabe gefordert ist.

### Comprehension

1. State the intercultural differences McDonald's had not prepared themselves for.

### Analysis

2. Analyse the clash of concepts and values illustrated in this example with any background knowledge you have.
3. Examine what means and structure the author uses to show how important cultural awareness is.

### Comment

- 4.1. Comment on the Chinese way of dealing with McDonald's referring to your own cultural background.

**OR**

### Creative Writing

- 4.2. The American executive in charge sends a letter to his family after the verdict of the Chinese court. Write that letter.