

Package Title: Prelecture

Course Title: Visualizing Human Geography, 2e

Chapter Number: 02

Question Type: True/False

01) Some business experts define an MNC as a corporation that derives at least a quarter of its revenue from its foreign operations.

Answer: True

Difficulty: Easy

Learning Objective 1: 2.1: Describe contemporary globalization and the five major factors that have encouraged it.

Section Reference 1: Globalization

02) A personal approach to medicine sees health as encompassing all aspects of a person's life.

Answer: False

Difficulty: Easy

Learning Objective 1: 2.4: Explain the insights that an awareness of local knowledge provides.

Section Reference 1: Cultural Geographies of Local Knowledge

03) Most parent companies of MNCs are located in North America, Europe, or Japan.

Answer: True

Difficulty: Easy

Learning Objective 2.1: Describe contemporary globalization and the five major factors that have encouraged it.

Section Reference 2.1: Globalization

04) Placelessness describes a place for which the absolute location cannot be determined.

Answer: False

Difficulty: Easy

Learning Objective 1: 2.2: Explain three key ideas that help geographers understand the cultural impacts of globalization.

Section Reference 1: Cultural Impacts of Globalization

05) A McDonald's restaurant in India that does not serve beef or pork provides an example of neolocalism.

Answer: False

Difficulty: Medium

Learning Objective 1: 2.2: Explain three key ideas that help geographers understand the cultural impacts of globalization.

Section Reference 1: Cultural Impacts of Globalization

06) Careful examination of a gem quality diamond can identify conflict diamonds.

Answer: False

Difficulty: Easy

Learning Objective 1: 2.3: Provide examples of the commodification of culture and the dissonance of heritage.

Section Reference 1: The Commodification of Culture

07) The identification of World Heritage sites by the United Nations demonstrates that there truly is a global heritage.

Answer: False

Difficulty: Easy

Learning Objective 1: 2.3: Provide examples of the commodification of culture and the dissonance of heritage.

Section Reference 1: The Commodification of Culture

08) Sustainable development means using resources to meet economic and social needs without compromising resources for future generations.

Answer: True

Difficulty: Easy

Learning Objective 1: 2.4: Explain the insights that an awareness of local knowledge provides.

Section Reference 1: Cultural Geographies of Local Knowledge

09) Geographers study vernacular architecture to provide insights on human knowledge of and use of space.

Answer: True

Difficulty: Medium

Learning Objective 1: 2.4: Explain the insights that an awareness of local knowledge provides.

Section Reference 1: Cultural Geographies of Local Knowledge

10) The use of feng shui to locate new buildings such as those at Hong Kong Disneyland requires extensive scientific research.

Answer: False

Difficulty: Medium

Learning Objective 1: 2.4: Explain the insights that an awareness of local knowledge provides.

Section Reference 1: Cultural Geographies of Local Knowledge

Question Type: Multiple Choice

11) Modern globalization has changed relationships in world because:

- a) places are connected to more places, but with weak connections.
- b) expanded flows of goods, people, and ideas are supported by stronger linkages.
- c) more extensive formal linkages exist, but with fewer places.
- d) past trade relationships have expanded to include new places.
- e) the World Trade Organization's primary purpose is globalization.

Answer: b

Difficulty: Medium

Learning Objective 1: 2.1: Describe contemporary globalization and the five major factors that have encouraged it.

Section Reference 1: Globalization

12) Research on foreign direct investment (FDI) has found that:

- a) local companies compete effectively with MNCs.
- b) FDI can help promote economic development.
- c) little technology transfer happens with foreign investment.
- d) construction of new manufacturing plants in the host country is rare.
- e) investment is quite evenly distributed, considering population difference.

Answer: b

Difficulty: Medium

Learning Objective 1: 2.1: Describe contemporary globalization and the five major factors that have encouraged it.

Section Reference 1: Globalization

13) From a geographic standpoint, what is the result of the bridging of the local and global scales to create what is sometimes called the local-global nexus?

- a) polarization
- b) glocalization
- c) homogenization
- d) neolocalism
- e) commodification

Answer: b

Difficulty: Easy

Learning Objective 1: 2.4: Explain the insights that an awareness of local knowledge provides.

Section Reference 1: Cultural Geographies of Local Knowledge

14) Geographer _____ argues that adding cultural landscapes to the World Heritage List marked a significant shift to a broader vision of heritage that is not limited to material evidence.

- a) Douglas Pockock
- b) David Lowenthal
- c) Ronald Knapp
- d) Paul Oliver
- e) Edward Relph

Answer: a

Difficulty: Medium

Learning Objective 1: 2.3: Provide examples of the commodification of culture and the dissonance of heritage.

Section Reference 1: The Commodification of Culture

15) The diffusion of American brands, values and attitudes around the world is:

- a) glocalization.
- b) popular culture.
- c) Americanization.

- d) reverse hierarchal diffusion.
- e) commodification.

Answer: c

Difficulty: Easy

Learning Objective 1: 2.2: Explain three key ideas that help geographers understand the cultural impacts of globalization.

Section Reference 1: Cultural Impacts of Globalization

16) Selling something that was previously not available for purchase might happen when:

- a) nonmaterial culture becomes material culture.
- b) social relationships are shaped by commodities.
- c) cartels gain control of the market.
- d) advertising increases.
- e) heritage is valued.

Answer: b

Difficulty: Medium

Learning Objective 1: 2.3: Provide examples of the commodification of culture and the dissonance of heritage.

Section Reference 1: The Commodification of Culture

17) The heritage industry is sometimes involved in controversy because:

- a) people value their heritage.
- b) the meaning and value of heritage may vary from group to group.
- c) heritage is real: what happened in the past can't be changed.
- d) the authenticity of heritage may limit its appeal.
- e) important natural sites are not heritage sites.

Answer: b

Difficulty: Medium

Learning Objective 1: 2.3: Provide examples of the commodification of culture and the dissonance of heritage.

Section Reference 1: The Commodification of Culture

18) Which of the following is true about local knowledge?

- a) Local knowledge is now available in written and electronic forms.
- b) Local knowledge was discovered soon after an area was settled, and changes little since then.
- c) Local knowledge is generally quite unified and widely shared in a community.
- d) Local knowledge is fundamentally derived from the everyday activities of residents.
- e) European colonizers quickly recognized the value of local knowledge.

Answer: d

Difficulty: Medium

Learning Objective 1: 2.4: Explain the insights that an awareness of local knowledge provides.

Section Reference 1: Cultural Geographies of Local Knowledge

19) In an area where traditional medicine is commonly practiced, traditional medicine is usually:

- a) a more holistic and personal approach to health.
- b) a combination of local knowledge and western medicine.
- c) based on mystical ideas with little use of natural medicines.
- d) also known as allopathic medicine.
- e) practiced by a small and declining number of healers.

Answer: a

Difficulty: Medium

Learning Objective 1: 2.4: Explain the insights that an awareness of local knowledge provides.

Section Reference 1: Cultural Geographies of Local Knowledge

20) In discussing development opportunities for a region, social capital refers to:

- a) investments in social services such as education and health clinics.
- b) foreign capital that is provided by social service and other nonprofit groups.
- c) opportunities for development, such as creating jobs for unemployed workers.
- d) a form of sustainable development.
- e) social ties and networks within a community that can help the community develop.

Answer: e

Difficulty: Medium

Learning Objective 1: 2.4: Explain the insights that an awareness of local knowledge provides.

Section Reference 1: Cultural Geographies of Local Knowledge