

**Russian Business Culture (Supply Chain Management and Corporate Geography)**  
**Exam Set 2 / 2008, 2.6.2008 4hrs**

Each correct answer brings you 8 points. To pass the examination you need to have more than 50% of the total of 32 points – that is more than 17 points. Good luck!!!  
Please write in good handwriting! Unreadable text will not be reviewed.

**Q1.** It has been posited that in Russia it is personal relationships that drive your mutual business. This implies that you need to have friendships with your Russian business partners. What are the criteria by which a Russian forms a favorable judgment about a foreigner (*Lecturer's notes*)

**Q2** The Rayter Group developed a "DNA" test for potential Russian training participants, which has proven useful in judging their suitability for training and receptivity to market-based management knowledge and practices. What is the "DNA" test all about? (*Ruth C. May, Sheila M. Puffer, and Daniel J. McCarthy: "Transferring management knowledge to Russia: A culturally based approach"*)

**Q3** The economic transition in the 1990s had a substantial impact of the Russian mentality. What were the values and moral Russians learned / adopted as a result? What could be the consequences of this? (*Lecturer's notes*)

**Q4** Negotiating with Russians is a process that can be broadly divided in three parts: preparations, negotiations and follow up. What is included in the preparation phase - including the moment when one is leaving for Russia? (*Lecturer's notes*)

**GOOD LUCK!!!**

vc confirm

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