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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2013/2014**

COURSE NAME : TECHNOLOGY AND CULTURE
COURSE CODE : BPB 22102
PROGRAMME : 3 BPA
EXAMINATION DATE : JUNE 2014
DURATION : 2 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS.

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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Q1 An English friend of mine had finished her studies in the most famous ‘Grande Ecole’ of commerce in France. She did both her undergraduate and her MBA studies there and then she was hired by a well-known consulting firm in London. She worked there for four years and reached the level of senior consultant by the age of thirty three. She was then given an assignment with an oil company based in Saudi Arabia. Until then she had had no problems in communicating with the client’s team-member and had always produced successful result. However, with the particular client she had enormous difficulties.

She worked as hard as she could to figure out the structure of the company, its problems and possible solutions. Despite her efforts, however she could feel that her opinions were not being taken seriously and that senior managers of the client usually tried to avoid discussing issues with her. Moreover, she had difficulty in getting vital information from employees lower down in the hierarchy, so she was unable to come up with the analysis she wanted.

Although she felt she could really help the company with her knowledge and experience, she found it difficult to persuade the client to put her ideas into practice. In fact, the better and more innovative her ideas were the more difficult it was to get them over to the managers in Saudi Arabia.

(a) Discuss which particular of status relate to the consultant and to whom to the company for whom she was working.

(5 marks)

(b) Illustrate how she can improve her situation.

(20 marks)

Q2 An organization’s structure and culture are often seen as one and the same. Its structure is often given more serious consideration than its culture. If the size of the company increases or decreases, or the business environment evolves, any consequence change—internal or external—often involves a change to the organization’s structure. It is the culture that on the other hand is often ignored or seems to be the last resort for dealing with the company problems.

Show how structure and culture are similar using an example.

(25 marks)

Q3 What is important in the process of creating a global culture is dealing with diversity, opposite poles and the complementarity of ideas. This means that the creation of a global culture is cross-border organizations have to do with the opposition between ideas.

Analyse how can the local of two organizations with their different forms of logic and principles be united while ensuring that their duality is maintained.

(25 marks)

Q4 Culture plays an important role in determining how environmental developments are perceived by members of organizations and how members of the organization react to the strategies designed to respond to those environmental developments.

Demonstrate mechanism of change in;

(a) Growth states.

(10 marks)

(b) Functions.

(15 marks)

- END OF QUESTION -

