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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2011/2012**

COURSE NAME : TECHNOLOGY AND CULTURE
COURSE CODE : BPB 22102
PROGRAMME : 3 BPA
EXAMINATION DATE : JUNE 2012
DURATION : 2 HOURS
INSTRUCTIONS : ANSWER ALL QUESTIONS

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

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- Q1** The word culture is used in many ways, such as when people talk about national and organizational culture.
- (a) Define culture in the context of technology management. (5 marks)
 - (b) List **FIVE (5)** elements of national culture. (5 marks)
 - (c) Demonstrate in which ways the national and organizational culture differ. (10 marks)
- Q2** Hofstede's four cultural dimensions have been characterized in relation to the business environment.
- (a) Describe the **FOUR (4)** dimensions of Hofstede's cultural dimensions. (10 marks)
 - (b) Discuss **TWO (2)** of the dimensions you consider the most relevant to study culture in the business context. (10 marks)
- Q3** An organization's structure and culture are often seen as one and the same. It's structure is often given more serious consideration than its culture. If the size of the company increases or decreases, or if the business environment evolves, any consequent change – internal or external – often involves a change to the organization's structure. It's culture, on the other hand, is often ignored or seems to be the last resort for dealing with the company's problem.
- (a) Discuss the above statement in the context of technology management. (10 marks)
 - (b) Explain **FOUR (4)** common issues in organization's structure and culture. (10 marks)
- Q4** Managers in international companies increasingly find themselves in situations where they encounter representatives of many different and unfamiliar cultures.
- Describe **FOUR (4)** of the elements of the global approaches the managers need to adopt. (20 marks)

Q5 Technology is the predominate medium by which we are increasingly getting things done. It can be perceived as a tool and process. Does technology change culture or culture change technology.

Discuss your thought using appropriate examples.

(20 marks)

END OF QUESTION PAPER