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**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER II
SESSION 2010/2011**

COURSE NAME : TECHNOLOGY MANAGEMENT
COURSE CODE : BPA 21703
PROGRAMME : 1 BPA
EXAMINATION DATE : APRIL / MAY 2011
DURATION : 2 HOURS AND 30 MINUTES
INSTRUCTIONS : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF 3 PAGES

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- Q1 The formulation of a strategy requires a core and operating units to execute the strategy.
- (a) List **FIVE (5)** types of the processes involved in a model for strategy development. (5 marks)
 - (b) Discuss the above mentioned processes with an example. (15 marks)
- Q2 Explain with appropriate illustrations the definitions of:
- (a) The Vertical Organization (5 marks)
 - (b) The Matrix Organization (5 marks)
 - (c) The Horizontal Organization (5 marks)
 - (d) The Project-Based Organization (5 marks)
- Q3 Apply **FOUR (4)** of the technology acquisition with examples. (20 marks)
- Q4 Technology Planning is a central component of corporate business planning. It is needed both at corporate level and at the strategic business unit (SBU).
Demonstrate **FOUR (4)** processes used in Technology Planning with examples. (20 marks)
- Q5 Competitiveness is one of the terms that has drawn attention in the new era of globalization.
- (a) Describe how a country can be competitive at macro level according to Management of Technology (MoT) concepts.. (10 marks)

- (b) The Japanese automotive industry is one of the most prominent industries in the world. Japanese automotive manufacturers include Toyota, Honda, Daihatsu, Nissan, Suzuki, Mazda, Mitsubishi, Subaru, Isuzu, Kawasaki, Yamaha, and Mitsuoka.

Discuss the case of Japan as an example of a leading automotive industry in the world.

(10 marks)

END OF QUESTION PAPER