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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
(TAKE HOME)
SEMESTER II
SESSION 2019/2020**

COURSE NAME : TECHNOLOGY & CULTURE
COURSE CODE : BPB 22102
PROGRAMME CODE : BPA
EXAMINATION DATE : JULY 2020
DURATION : 24 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS
OPEN BOOK EXAMINATION

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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TERBUKA

Q1 Khind is a Malaysian company that produces and markets home consumer electrical appliances and industrial products. It plans to introduce a series of smart kitchen appliances to the European markets, and for that the company needs to conduct a cross-border market research. This is to help the company identifies consumers' cultures that can influence their behavior towards new technology.

(a) Explain **TWO (2)** cultural identification factors that can influence the promotion of Khind's brand in the European markets.

(5 marks)

(b) Compare **FOUR (4)** potential problems inherent in the Malaysian market and the European markets that Khind will encounter when conducting cross-border market research.

(20 marks)

Q2 With his entire team working remotely, Fidelity Investments' Tony Sheridan discusses the importance of continuing innovation during Covid 19. Sheridan currently manages a team of more than 150 technologists who work across architecture, software development, quality engineering, automation and analysis. "We have seen a remarkable shift in the way that we are conducting business since the Covid-19 outbreak," he said.

However, it's not just day-to-day business that has been impacted by Covid 19. With so much disruption, it can be hard to see how innovation within companies won't end up on the back burner. However, Sheridan said he believes innovation will actually be impacted in a positive way. Sheridan added that creating a company culture that encourages and nurtures innovation is one of the most important things leaders should focus on. "A culture of innovation is important in any industry and for any organisation. Not just to stay abreast of changing customer needs but to anticipate them. Not only to position an organisation competitively but to become a market, thought or industry leader. Not only to encourage employees to form and develop ideas, but to enable them to bring those ideas to life and enjoy the great satisfaction that comes with that."

Even under current challenging circumstances, Sheridan said that organisations and leaders need to make sure their employees feel comfortable thinking outside the box and ensure they're not held back by the notion of 'that's not how we do things here'. "That's why organisations with strong diversity and an inclusive culture are much more likely to succeed with growing their innovation culture."

(Source: Darmody, 2020)

(a) Discuss how transcultural competence among Fidelity Investments' employees can encourage innovation in the company.

(10 marks)

(b) Distinguish **THREE (3)** elements in communication process that can influence the effectiveness of the process in a multicultural organization like Fidelity Investments during the Covid-19 pandemic as more communications are conducted online.

(15 marks)

-END OF QUESTIONS-