



**UNIVERSITY COLLEGE TATI (UC TATI)**

**FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BTE 3673
COURSE	: GLOBAL ORGANIZATIONAL DESIGN
SEMESTER/SESSION	: 2-2024/2025
DURATION	: 3 HOURS

**Instructions:**

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO**

**BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE**

**QUESTION 1**

- a) Define organizational design. (2 marks)
- b) Explain **FIVE (5)** purposes for the existence of the organization. (10 marks)
- c) Organizational design and change strongly can impact the competitive advantage of an organization. Describe **FOUR (4)** impacts implementing organizational design and change. (8 marks)

**QUESTION 2**

Tech Innovators Sdn Bhd is a mid-sized technology firm specializing in software development. Recently, the company has faced several challenges, including declining market share, slow product development cycles, and high employee leave the company. The CEO, Firdaus Burhanuddin, believes that the company's organizational structure and culture are the root causes of these issues. He decides to undertake a comprehensive organizational redesign to improve effectiveness and competitiveness.

Based on Tech Innovators Sdn bhd,

- a) Describe **THREE (3)** specific organizational redesign strategies that Firdaus Burhanuddin could implement to improve the company effectiveness and competitiveness. (6 marks)
- b) Describe **FOUR (4)** ways changes in organizational culture can help reduce employee turnover at Tech Innovators Sdn Bhd. (8 marks)
- c) Explain **THREE (3)** potential benefits of effective organizational design and change. (6 marks)

**QUESTION 3**

EcoTech Solutions is an innovative company specializing in solar panel energy solutions. Recently, the company decided to expand its operations globally to tap into new markets and access diverse resources. However, as EcoTech Solutions ventures into this global expansion, it faces several challenges, including managing supply chain complexities, adapting to varying customer preferences, and navigating different legal and regulatory environments.

Based on case above:

- a) Explain **THREE (3)** specific environments the company need to monitor. (9 marks)
- b) Describe **THREE (3)** general environments the company need to monitor. (9 marks)
- c) Give **TWO (2)** benefits of analyzing specific environment and general environment when entering global market. (2 marks)

**QUESTION 4**

- a) Differentiate between values and norms. (4 marks)
- b) Values and norms can be share through both formal and informal method. Explain **TWO (2)** ways in:
  - i) Formal methods (6 marks)
  - ii) Informal methods (6 marks)
- c) Describe **TWO (2)** ways corporate social responsibility (CSR) implications for organizational culture. (4 marks)

**QUESTION 5**

- a) Discuss **FOUR (4)** global expansion strategies. (12 marks)
- b) Describe **FOUR (4)** concept of core competencies when dealing with global market. (8 marks)