



2.5 ORGANISATIONAL CULTURE: ACTIVITY A

PORSCHE CULTURE CONTRIBUTES TO SUCCESS



between BMW and Rover Cars and then Chrysler and Mercedes-Benz were such disasters.

IB Business Management – Human Resource Management

2.5 Organisational culture: Activity A

QUESTIONS: 20 MARKS, 35 MINUTES

1. Define the term 'corporate culture'. **[2 marks]**
2. Outline **two** factors that may have affected Porsche's corporate culture. **[4 marks]**
3. Analyse why Porsche's philosophy of focussing on the needs of clients, workers and suppliers will ultimately satisfy shareholders. **[6 marks]**
4. Discuss the problems of adapting the corporate culture of a car manufacturer when it is taken over or merges with a foreign car manufacturer. **[8 marks]**