**DEPARTMENT OF TECHNOLOGY MANAGEMENT**

**Individual Assignment No.2**

**Course: BPT3613 – Technology Assessment**

**Group: 3BPT**

**Marks: 10%**

**Case: Communication Technology (Case No.2)**

The telephone brought people closer together in the sense that distance did not inhibit a phone call, but it also had an unanticipated effect, according to some early studies that people spent less time actually in each other's presence. Starting in the 1890s people began to replace visiting with telephone calls, which were briefer and less personal. It is tempting to use such evidence to decide that human beings are becoming progressively alienated from one another, and that machines have interposed themselves between them. Rather than conclude that networked communication substitutes for personal contact, one can just as easily argue that they amplify and preserve already established relationships. One can conclude the telephone was used to alleviate loss of contact caused by increasing demands on people's time to those in the community.

**Your task**

1. Give **FIVE (5) advantages** of telephone to the Malaysian community.
2. Give **FIVE (5) disadvantages** of telephone to the Malaysian business.

**Submission details**:

1. Assignment due date: 16 April 2012
2. Maximum of TWO pages
3. Don’t forget your matrix number
4. This assignment carries 10 percent marks