

**Code: 17E00318**

MBA III Semester Supplementary Examinations October 2020

**KNOWLEDGE MANAGEMENT**

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Describe the significance of knowledge management in today's scenario.  
(b) Analyze the components of knowledge management.  
**OR**
- 2 (a) Explain in detail on few techniques of knowledge management.  
(b) Categorize the major principles of knowledge management.
- 3 Explain the role of openness, confidence, and fault tolerance for knowledge management in an organization.  
**OR**
- 4 (a) Appraise how organizational learning help in the management of knowledge.  
(b) Explain the knowledge conversion process in detail.
- 5 (a) Explain the knowledge management system through the eyes of information technology.  
(b) What are all the recent trends in information architecture?  
**OR**
- 6 (a) State the best implementation plan for the knowledge management system.  
(b) How information architecture acts as a balancing act of KM? Explain.
- 7 (a) Discuss major building blocks of creating knowledge organisation.  
(b) Analyze the term knowledge society.  
**OR**
- 8 (a) What is benchmarking in knowledge management?  
(b) Explain the process of implementing knowledge management in the service industry.
- 9 (a) How the role of KM changes from manufacturing to the service industry?  
(b) Discuss the challenges and applications of knowledge management in the future.  
**OR**
- 10 (a) What are all the cautions to be followed while implementing KM in the service industry?  
(b) "Role of knowledge transfer in the era of automation". Evaluate.

Contd. in page 2

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

The customer on the phone was not happy. His service ticket for maintenance on his server was a few days old. The technician assigned to his case was on vacation, and there were no status updates to give him. Another technician was assigned, but it would be hours before he would be familiar enough to provide adequate service. Becky, the customer support manager at Acme Solutions, thought “There must be a better way.” The customer service team worked normal office hours for the west coast, as well as providing on-call service during evenings and weekends. The team used an internal help desk ticketing system to track customer service and maintenance issues. The ticketing system also produced reports which gave management an idea of the time it took to respond to calls for service, which customer support technicians handled each service issue and the length of time to resolution for each issue. Customers had access to a small but growing collection of technical articles and white papers on the company’s website.

**Questions:**

- (a) How to create a repository for issues and solutions, accessible by both internal and external stakeholders?
- (b) Customers can access and add information to service tickets.

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MBA III Semester Regular & Supplementary Examinations November/December 2019

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(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: 05 X 10 = 50 Marks)

- 1 Describe the principles of knowledge management in detail.  
**OR**
- 2 Enumerate the Wisdom relationship management in detail.
- 3 Explain the types of organisational knowledge in detail.  
**OR**
- 4 Describe the knowledge life cycle in detail.
- 5 Explain the ten steps of KM road map of Amrit Tiwana in detail.  
**OR**
- 6 Discuss about three way balancing act of knowledge management.
- 7 Explain the E-Commerce and knowledge management.  
**OR**
- 8 Discuss about bench marking and knowledge management in detail.
- 9 Explain the knowledge management in manufacturing and service industry in detail.  
**OR**
- 10 Describe the industry perspective in detail.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**  
Discuss about effects of information technology on knowledge management system in detail.

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MBA III Semester Supplementary Examinations May 2019

**KNOWLEDGE MANAGEMENT**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks)

- 1 Explain the features and significance of knowledge management.  
**OR**
- 2 Discuss about techniques of knowledge management in detail.
- 3 Explain the different types of knowledge management systems in detail.  
**OR**
- 4 Discuss the organizational knowledge source and its process in detail.
- 5 Write about ten potential road blocks that you need to avoid on the route to success.  
**OR**
- 6 Discuss about information architecture and its roles, strategies and resources in detail.
- 7 Explain the role of information technologies in knowledge management system in detail.  
**OR**
- 8 Discuss about effects of information technology on knowledge management system in detail.
- 9 Explain the differences between manufacturing and service industry in detail.  
**OR**
- 10 Explain in detail about the future of knowledge management.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**  
Explain various types of organizational knowledge in detail.

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MBA III Semester Regular Examinations November/December 2018

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 In the recent years, 'Knowledge Management' gains significant attention in different places like education institutions and corporate world. Explain the scope of knowledge management.  
**OR**
- 2 How knowledge management practices are different from information management?
- 3 'Learning Organization' is a frequently used jargon in academia and consulting firms; what steps/strategies you will use to build learning organizations.  
**OR**
- 4 What are key knowledge attributes you consider while implementing knowledge management in your organization?
- 5 What is organizational knowledge capital? In a short essay, discuss various valuation methods of pricing of knowledge capital?  
**OR**
- 6 Implementation of knowledge management is a touch stage of KM; briefly discuss few barriers for implementing successful knowledge management.
- 7 Implementation of KM requires few best practices; elaborate best essential practices that are to be considered for successful knowledge management systems in analytics firms.  
**OR**
- 8 Write a short summary on knowledge enablers.
- 9 Knowledge management systems created competitive advantage for manufacturing firms; illustrate with suitable Indian examples.  
**OR**
- 10 Ultimately, the organizational culture plays a vital role in preserving knowledge management practices. Discuss.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

Organizations have to periodically conduct knowledge audit. What is the purpose and scope of knowledge audit in the context of an educational institution?

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