USN ⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚ 　　　　　　　**14MBAHR305**

Third Semester MBA Degree Examination, Dec.2016/Jan.2017
Knowledge Management

Time: 3 hrs. 　　　　　　　　　　　　　　　　Max. Marks:100

SECTION - A
Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

1　Give the meaning of the term 'experience'. 　　　　　　　(03 Marks)

2　What is meant by common sense? 　　　　　　　　　　(03 Marks)

3　Explain the term "knowledge audit" 　　　　　　　　　(03 Marks)

4　Bring out the meaning of knowledge management. 　　　　(03 Marks)

5　Mention the types of knowledge. 　　　　　　　　　　(03 Marks)

6　Give a brief explanation of the Balance score card method. 　(03 Marks)

7　What is 'benchmarking'? 　　　　　　　　　　　　　(03 Marks)

SECTION - B
Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

1　What are the key challenges for knowledge management? 　　(07 Marks)

2　Explain briefly human thinking and learning. 　　　　　　(07 Marks)

3　Briefly explain meaning and types of culture. 　　　　　(07 Marks)

4　Explain the Balance score card with advantages and disadvantages. 　(07 Marks)

5　Give detailed explanation of Nonaka and Takenchi spiral model. 　(07 Marks)

6　Explain the organization maturity model and COP (Communities of Practice Model) Model.
　　　　　　　　　　　　　　　　　　　　　　　(07 Marks)

7　Discuss the role of senior management. 　　　　　　　(07 Marks)

SECTION - C
Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

1　Explain in detail the meaning and drivers of knowledge management. 　(10 Marks)

2　What are the various approaches to the knowledge management cycle? Explain each approach briefly. 　　　　　　　　　　　　　　　　　　　　(10 Marks)

3　Discuss in detail the importance of knowledge management today keeping the future challenges in mind. 　　　　　　　　　　　　　　　　　　　　(10 Marks)

4   What are the major categories of knowledge management roles?   **(10 Marks)**

5   Give a brief account of the following terms: EPSS, Expert knowledge, cognitive maps and decision trees.   **(10 Marks)**

6   Explain in depth the steps involved in the knowledge management system life cycle.   **(10 Marks)**

7   What is knowledgement strategy? Explain the different types of knowledge representation techniques.   **(10 Marks)**

SECTION - D
CASE STUDY – [Compulsory]

Since 1990s over 400 examples of KM in practice in various organization have been collected from all over world. About 30 of these are in depth case studies from research and interviews, 50 are from academic journals, 150 from conferences on articles in magazines, the rest are case lets that illustrate the use of specific KM techniques.

As this section picks up a solution from the database and publish them in a standard format to give a flavor of what is to follow, the following examples have been given:

1. Best practices yield one free fat plant (Texas instruments)
    This is one of KM's classic examples dating from the 1990s. It demonstrates how sharing best practices across the world-wide operations Texas instruments saved an order of $ 500 million.

2. Holistic KM @ the Dept of Health.
    This is a good example of how a KM strategy embraces several inter related dimensions including people, processes, technology, content and also top – down, bottom up and middle – out approaches.

3. Telling stories to capture lessons learned (British council)
    The use of narrative technique in workshops to capture lessons learned.

Questions:

a. Which of the above examples is suitable to the modern world? Give reasons.
                                                                                (10 Marks)

b. Do you think case studies help in enhancing knowledge? Discuss with examples.
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