USN | | | | | | | | | | | **16MBAHR305**

Third Semester MBA Degree Examination, Dec.2017/Jan.2018
Knowledge Management

Time: 3 hrs.   Max. Marks:80

Note: 1. *Answer any FOUR full questions from Q.No.1 to Q.No.7.*
2. *Question No. 8 is compulsory.*

1 a. Write about the two major types of knowledge. (02 Marks)
   b. Explain the steps in concept analysis technique. (06 Marks)
   c. Elucidate the importance of knowledge management today. (08 Marks)

2 a. What is knowledge management? (02 Marks)
   b. Explain multidisciplinary nature of km. (06 Marks)
   c. Explain organization knowledge management architecture. (08 Marks)

3 a. What is knowledge transfer? (02 Marks)
   b. Explain the Bukowitz and Williams km cycle with the help of a neat diagram. (06 Marks)
   c. Define community of practice. What are the roles and responsibilities of CoPs? (08 Marks)

4 a. What is social network analysis? (02 Marks)
   b. What are the key features of the maturity model? (06 Marks)
   c. Define knowledge sharing. How knowledge is disseminated in an organization? (08 Marks)

5 a. What is data mining? (02 Marks)
   b. What is km metrics? What are the benefits of setting km metrics? (06 Marks)
   c. Explain knowledge application at the individual, group and organizational level. (08 Marks)

6 a. What is Task Analysis? (02 Marks)
   b. What are the characteristics of a learning organization? (06 Marks)
   c. Explain the importance of EPSS and its components. (08 Marks)

7 a. What is a learning organization? (02 Marks)
   b. What is knowledge audit? How it is done in an organization? (06 Marks)
   c. Explain RICE model, with an example. Explain the roles and responsibilities of km within organization. (08 Marks)

8 *CASE STUDY:*

Systol IT solutions views stories as a powerful means of knowledge discovery and knowledge transfer. They are very good for conveying complex messages simple. Storytelling is a uniflying and defining component of all communities. Stories exist in all organizations; managed and purposeful storytelling provides a powerful mechanism for the disclosure of intellectual or knowledge assets in companies.

Systol IT solutions has a four stage storytelling approach:
i) Anecdotal elicitation through interviews, observation and story circles.
ii) Anecdotal deconstruction to analyze cultural issues, ways of working, values, rules and beliefs to yield the story's key messages.
iii) Intervention/communication design with a story constructed or enhanced.
iv) Story deployment.

Storytelling workshops can be run to elicit the knowledge and cultural values of an organization as well as its best and worst practices.

Most managers see this as a waste of time, but instead of breaking up the coffee machine cliques, companies should make opportunities for story telling at informal get-togethers that are loosely organized as offsite meetings, and also through videotapes and bragging sessions.

a. Do you agree that Systol IT solutions has adopted that story telling as powerful way in sharing knowledge? Give reasons. **(04 Marks)**
b. How communities of practice can be helpful in knowledge sharing? **(04 Marks)**
c. Why managers were not interested in this approach? **(04 Marks)**
d. Explain the types of organizational culture, which helps in sharing knowledge. **(04 Marks)**

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