

(6 pages)

**S.No. 8998**

**P 22 MBAE 2 A**

(For candidates admitted from 2022–2023 onwards)

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2023**

**Business Administration — Elective**

**KNOWLEDGE MANAGEMENT**

**Time : Three hours**

**Maximum : 75 marks**

**PART A — (20 marks)**

**Answer ALL questions**

**I. (A) Multiple Choice Questions: (5 × 1 = 5)**

1. Expertise and experience of organisational members that has not been formally documented is known as:

- (a) Knowledge sharing
- (b) Tacit knowledge
- (c) Organizational learning
- (d) Organizational memory

2. A knowledge computer program that captures the expertise of a human in limited domains of knowledge describes:

- (a) virtual reality
- (b) a neural network
- (c) a decision support system
- (d) an expert system

3. A collection of internal and external knowledge in a single location for more efficient management and utilization by the organization best describes:

- (a) a knowledge repository
- (b) organizational memory
- (c) a data warehouse
- (d) knowledge management

4. Which is the number one challenge in getting people to share their knowledge rather than hoarding it:

- (a) Change in culture
- (b) Knowledge Evaluation
- (c) Knowledge Processing
- (d) Knowledge Implementation

5. The most successful solutions or Problem-solving methods that have been developed by a specific organization or industry best describes:

- (a) Organizational memory
- (b) Knowledge management
- (c) Best practices
- (d) Standard operating procedures

(B) Fill in the blanks : (5 × 1 = 5)

6. The term \_\_\_\_\_ refers to a set of sequenced planned actions or events intended to help an organization increase its effectiveness.

7. \_\_\_\_\_ is a very old technique, dating back throughout most of human history.

8. \_\_\_\_\_ is the tacit-to-tacit process in knowledge conversion.

9. \_\_\_\_\_ is the process of investigating social structures through the use of networks and graph theory.

10. The \_\_\_\_\_ is a systematic and scientific examination and evaluation of the explicit and tacit knowledge resources in the company.

II. Answer ALL questions : (5 × 2 = 10)

11. Define the term 'knowledge'.

12. What do you understand by knowledge conversion?

13. What is social capital?

14. What do you mean by knowledge audit?

15. What is explicit knowledge?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b)

16. (a) What are the organisational sources of knowledge? Give examples.

Or

(b) What are the barriers for successful implementation of KM programme?

17. (a) Define knowledge conversion. Explain the process of knowledge conversion.

Or

(b) Discuss about the importance of knowledge integration mechanisms.

18. (a) What are the types of social network analysis in knowledge management?

Or

- (b) List out the difference between the organisational learning and knowledge learning.

19. (a) Define knowledge acquisition. What are the levels of acquiring knowledge?

Or

- (b) What are the various steps in knowledge capture? Explain in detail.

20. (a) What are the criteria to determine the organisations knowledge management orientation?

Or

- (b) State and explain the ethical issues in knowledge management.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Define organizational knowledge. Explain the characteristics and components of organizational knowledge.

22. What are the main features of knowledge management? Which five tools and technologies can be used in the application of knowledge management?

23. List out any two knowledge management tools advantages and disadvantages.

24. What is a knowledge management strategy? Describe the types of knowledge management strategies with suitable examples.

25. Define E-Commerce. How it is related to knowledge management? How do you create effective KM systems through IT?
-