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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR  
(AUTONOMOUS)**

**MBA II Year I Semester Regular Examinations Feb-2021**

**KNOWLEDGE MANAGEMENT**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

(Answer all Five Units **5 x 10 = 50** Marks)

**UNIT-I**

- 1 a Describe the techniques of knowledge management to implement in an organization. **5M**  
b What are the challenges faced by knowledge management? Give a suitable example and measures to overcome. **5M**

**OR**

- 2 a Explain the scope of knowledge management. **5M**  
b Define knowledge management. Explain the process involved in knowledge management. **5M**

**UNIT-II**

- 3 a What is knowledge management cycle? Explain the fundamentals steps involved. **5M**  
b Explain organizational knowledge management. Explain its main source of organizational knowledge. **5M**

**OR**

- 4 a Distinguish between information management and knowledge management. Elaborate on its characteristics and features. **5M**  
b Explain the relationship between data-information-knowledge. **5M**

**UNIT-III**

- 5 a Define information architecture. Elaborate on the basics of information architecture. **5M**  
b What are the roles of information systems in the learning organization? **5M**

**OR**

- 6 a Define web portals. What are the types of web portals? **5M**  
b Explain the scope of internet platforms. **5M**

**UNIT-IV**

- 7 a What is information technology? Describe the role of IT. **5M**  
b What are knowledge management tools? Explain the specifics of the tools. **5M**

**OR**

- 8 a Elucidate KMS conceptual model in industries. Give suitable example. **5M**  
b Describe the features of e-commerce and knowledge management. **5M**

**UNIT-V**

- 9 a Explain the challenges faced by knowledge management today and measure to overcome it. **5M**  
b What are the roles of knowledge management in manufacturing industry? **5M**

**OR**

- 10 a Explain the future trends of knowledge management. Give suitable example. **5M**  
b Elucidate on how the knowledge management is turning industries competitive. Prove your answer with suitable example. **5M**

**SECTION – B**  
(Compulsory Question)

**1 x 10 = 10 Marks**

It is, of course, not enough to create rich environments where people can share. Xerox has lots of these: online Knowledge Universe with a catalogue of best practices, chat rooms for CoPs, a company Yellow Pages and a section of the public Web site, Knowledge Street, devoted to promoting knowledge sharing. What are also required are good ideas, leadership, and motivated people. A few years ago, Jack Whalen, a sociologist, spent some time in a Xerox customer service call center outside Dallas studying how people used Eureka. The trouble was, employees were not using it. Management decided workers needed an incentive to change. To this end, they held a contest: workers could win points (convertible into cash) each time they solved a customer problem, by whatever means. The winner was an eight-year veteran named Carlos, who had more than 900 points. Carlos really knew his stuff and everyone else knew this too. Carlos never used the software. The runner-up however was a shock to everyone. Trish had been with the company only a few months, had no previous experience with copiers, and didn't even have the software on her machine. Yet her 600 points doubled the score of the third-place winner.

Her secret: she sat right across from Carlos. She overheard him as he talked and she persuaded him to show her the inner workings of copiers during lunch breaks. She asked other colleagues for tips too. This story illustrates how knowledge gets shared. The point is not the software, but how many people can sit next to Carlos? There is no single best practice for sharing knowledge— both technology and subject matter experts are needed. And sometimes storytelling is the best way to transfer knowledge. Most managers see this as a waste of time, and concentrate on breaking up the coffee machine cliques. However, companies should make opportunities for storytelling at informal get-togethers that are loosely organized as an offsite meeting, and through videotapes and bragging sessions

**Questions :**

1. Based on the Xerox's short case, do you think "providing incentive" is the best way for making KM works in the organization? Why or Why not?
2. Explain the benefits and limitations of using "storytelling" for capturing tacit knowledge in the level of individual and group.

\*\*\* END \*\*\*