

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

**MBA II Year I Semester Regular & Supplementary Examinations January/February-2025
KNOWLEDGE MANAGEMENT**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

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|---|---|-----|----|----|
| 1 | a Explain the methods and techniques of knowledge management. | CO1 | L2 | 5M |
| | b What are the major principles of knowledge management? | CO1 | L2 | 5M |

OR

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|---|--|-----|----|----|
| 2 | a Assume that you are leading a team working on the project related to new product development. Highlight the difficulties you face in knowledge management. | CO1 | L4 | 5M |
| | b Suggest measures to overcome the difficulties in knowledge management. | CO1 | L5 | 5M |

UNIT-II

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|---|--|-----|----|----|
| 3 | a Explain the valuation and market pricing of knowledge capital. | CO2 | L1 | 5M |
| | b Apply knowledge life cycle to education industry. | CO2 | L5 | 5M |

OR

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|---|---|-----|----|----|
| 4 | a Describe knowledge management in health sciences. | CO2 | L1 | 5M |
| | b What is knowledge hierarchy? Explain with examples. | CO2 | L2 | 5M |

UNIT-III

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|---|--|-----|----|----|
| 5 | a Explain the information architecture and its components. | CO3 | L3 | 5M |
| | b What is the role of information architecture in India? | CO3 | L3 | 5M |

OR

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|---|--|-----|----|----|
| 6 | a Define web portal. How is it relevant in knowledge management? | CO3 | L3 | 5M |
| | b Examine the role of web portal in knowledge management. | CO3 | L4 | 5M |

UNIT-IV

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|---|--|-----|----|----|
| 7 | a Define benchmarking. Describe various types of benchmarking. | CO5 | L2 | 5M |
| | b Which tools do you apply for knowledge management? Explain. | CO4 | L3 | 5M |

OR

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|---|---|-----|----|----|
| 8 | a Identify the importance of benchmarking in knowledge management system. | CO5 | L3 | 5M |
| | b Examine the process of benchmarking in knowledge management system. | CO5 | L3 | 5M |

UNIT-V

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|---|---|-----|----|----|
| 9 | a Does knowledge management system have future in an iron and steel manufacturing organization? Substantiate your answer. | CO6 | L5 | 5M |
| | b What are challenges faced by knowledge management systems in manufacturing industries? Describe. | CO6 | L4 | 5M |

OR

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|----|---|-----|----|----|
| 10 | a What obstacles does a company face in case of absence of knowledge management system? | CO6 | L1 | 5M |
| | b What is the future of knowledge management? Interpret in your own words. | CO6 | L2 | 5M |

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Tata Consultancy Services (TCS) is among the leading global information technology consulting services and business process outsourcing organizations. Pioneer of the flexible global delivery model for IT services that enables organizations to operate more efficiently and produce more value. TCS focuses on delivering technology led business solutions to its international customers across varied industries. The TCS – KM practice has executed multiple assignments across verticals and geographies over the years. The gathered expertise has emerged as its multidimensional approach to knowledge management implementation known as SIGMARG. It describes the approach methodology and a delivery model for successfully conceptualizing, designing and executing a KM initiative in any organization.

Knowledge Maturity: It is observed that technology alone cannot enable an enterprise to be a knowledge enabled enterprise. While technology plays an important role in knowledge management (KM) in an organization, it is equally or more important to look at people, processes and how technology is used to enable people and processes to create, use, reuse, share, protect and retire knowledge within the enterprise and also with all the stakeholders. Thus, the three identified pillars of KM are: People: people and culture Process: process, policy and strategy Technology: technology and infrastructure. It is observed that the state of knowledge maturity can be achieved by systematically addressing the three pillars of KM and by continuously upgrading the KM maturity to reach a state where it gets embedded in the business processes.

This is a path of continuous improvement and must be governed by a strong maturity framework, which has the ability to assess and benchmark the various aspects of people, process and technology in a holistic manner. The maturity model has been evolved by keeping in mind all these aspects of KM. This framework describes each state of maturity and addresses its objective. Further, it is able to relate the KM initiatives with the perceived business benefits of each state.

Question:

Write a note on how KM helps in optimizing the resources and processes to maximize the returns in all aspects like return on investment, return on customer and return on people (ROI, ROC and ROP).

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