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

MBA II Year I Semester Regular & Supplementary Examinations December-2023
KNOWLEDGE MANAGEMENT

Time: **3 hours**   Max. Marks: **60**

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

UNIT-I

1	a	You are heading an IT department in a banking institution. Develop various principles to be followed in managing knowledge in your institution.	CO1	L5	5M
	b	Suggest a few knowledge management tools for an electronic goods manufacturing organization.	CO1	L6	5M

OR

2	a	Relate the significance of knowledge management in present day scenario.	CO1	L2	5M
	b	Explain the terms (i) Explicit knowledge (ii) Tacit knowledge	CO1	L1	5M

UNIT-II

3	What is knowledge? Explain the different types and characteristics of knowledge.	CO2	L1	10M

OR

4	a	Define Organizational knowledge management. Explain its types.	CO2	L2	5M
	b	Explain the knowledge life cycle with illustration.	CO2	L2	5M

UNIT-III

5	a	Explain the main barriers to implementing successful knowledge management.	CO3	L3	5M
	b	Examine the role of net banking in India.	CO3	L4	5M

OR

6	a	State the differences between learning organization and KM.	CO3	L2	5M
	b	Build a learning organization with cement industry as an example.	CO3	L6	5M

UNIT-IV

7	a	Explain the significance of information technology.	CO2	L1	5M
	b	What is information technology? How it is related to knowledge management?	CO4	L3	5M

OR

8	What is E-Commerce? What are its benefits?	CO4	L2	10M

UNIT-V

9	Consider that you are working in a financial institution. For what purposes do you use knowledge management?	CO6	L4	10M

OR

10	What obstacles does a company face in case of absence of knowledge management system?	CO6	L1	10M

(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).

*** **END** ***