

**Q.P. Code: 16MB726**

**R16**

**Reg. No:**

--	--	--	--	--	--	--	--	--	--

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

**MBA II Year I Semester (R16) Regular Examinations November 2017**

**KNOWLEDGE MANAGEMENT**

**Time: 3 hours**

**Max. Marks: 60**

**SECTION – A**

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

- 1 Explain the Scope and Objectives of Knowledge Management. 10M
- OR**
- 2 What is Organizational Knowledge? Explain the Characteristics of Organizational Knowledge? 10M
- UNIT-II**
- 3 What is meant by Organizational knowledge capital? Explain the valuation and market pricing of knowledge capital. 10M
- OR**
- 4 Define Organizational Knowledge Management. Explain its Types 10M
- UNIT-III**
- 5 Explains the main Issues and Obstacles of Knowledge Management Implementation. 10M
- OR**
- 6 What is Net Banking? What are the Advantages and Disadvantages of Net Banking? 10M
- UNIT-IV**
- 7 What is E-Commerce? What are its methods? Explain 10M
- OR**
- 8 Define Bench Marking. Explain the different types of Bench Marking. 10M
- UNIT-V**
- 9 Define Service Sector. Explain the Role of Knowledge Management in Service Sector. 10M
- OR**
- 10 Define Industry. Explain the Role of Knowledge Management in Industry 10M

**SECTION – B**

(Compulsory Question)

**1 x 10 = 10 Marks**

**11 Case Study**

Satish was a Sales Manager for Industrial Products Company in City branch. A week ago, he was promoted and shifted to Head Office as Deputy Manager - Product Management for a division of products which he was not very familiar with. Three days ago, the company VP - Mr. George, convened a meeting of all Product Managers. Satish's new boss (Product Manager Ketan) was not able to attend due to some other preoccupation. Hence, the Marketing Director, Preet - asked Satish to attend the meeting as this would give him an exposure into his new role. At the beginning of the meeting, Preet introduced Satish very briefly to the VP. The meeting started with an address from the VP and soon it got into a series of questions from him to every Product Manager. George, of course, was pretty thorough with every single product of the company and he was known to be pushy and a blunt veteran in the field. Most of the Product Managers were very clear of George's ways of working and had thoroughly prepared for the meeting and were giving to the point answers. George then started with Satish. Satish being new to the product, was quite confused and fared miserably. Preet immediately understood that George had possibly failed to remember that Satish was new to the job. He thought of interrupting George's questioning and giving a discrete reminder that Satish was new. But by that time, George who was pretty upset with the lack of preparation by Satish made a public statement "Gentlemen, you are witnessing here an example of sloppy work and this can't be excused". Now Preet was in two minds - should he interrupt George and tell him that Satish is new in that position OR should he wait till the end of the meeting and tell George privately. Preet chose the second option. Satish was visibly angry at the treatment meted out by George but he also chose to keep mum. George quickly closed the meeting saying that he found in general, lack of planning in the department and asked Preet to stay back in the room for further discussions. Before Preet could give any explanation on

