

Subject Code: MB933/R09

M B A - III Sem Regular & Supplementary Examinations, Apr/May-2014
KNOWLEDGEMENT MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

- 1) Define Knowledge Management. Discuss the scope and significance of Knowledge Management.
- 2) Discuss the pros and cons of the major technologies used in various stages of knowledge management cycle.
- 3) Critically examine the implications of pillars of knowledge management?
- 4) What is knowledge mapping? Explain various knowledge mapping techniques used in knowledge management systems.
- 5) What are the differences between technology and knowledge management?
- 6) Define knowledge audit. Explain the objectives of knowledge audit.
- 7) What are the characteristics of a learning organization? Explain the five learning disciplines.

8) CASE STUDY:

It is, of course, not enough to create rich environments where people can share. Xerox provides lot of these environments: online knowledge universe with a catalog of best practices, chat rooms for CoPs, a company Yellow Pages, and a section of the public website,

Knowledge Street, which is devoted to promote knowledge sharing. Also required are good ideas, leadership and motivated people. A few years ago, Jack Whalen, a sociologist, spent some time in Xerox customer service call centre outside Dallas studying how people used Eureka.

The trouble was that the employees were not using it. Management therefore decided workers needed an incentive to change. To this end, they held a contest in which workers could win points (convertible into cash) each time they solves a customer problem, by what ever 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 did not even have the software on her machine.

Yet her 600 points doubled the score of the third place winner. Her secret was she sat right across from Carlos. She overheard him as he talked and she persuaded him to show her the inner workings of the copiers during the lunch breaks. She asked other colleagues for tips too.

Questions

- a) What is the reason for the success of Trish?
- b) Is really the knowledge sharing the secret of Trish success or both technology and subject matter are also necessary?

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