MB-122C

Sl.No. : **Total No. of Pages : 3**

Fourth Semester M.B.A. Degree Examination, June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Knowledge Management (Elective - C)

Time : 3 Hours **Max. Marks : 80**

SECTION-A

Answer any Five sub-questions. Each sub-question carries Three marks.[5 × 3 = 15]

1) a) Explain the concept of knowledge management.

b) Explain contingency plan for Talent.

c) Define knowledge management retention.

d) State the models of knowledge management.

e) Mention the characteristics of learning organization.

f) Write down the knowledge management challenges.

g) What is Talent Planning?

SECTION-B

Answer any Four questions. Each question carries Five marks. [4 × 5 = 20]

2) Discuss the drivers of the organizational knowledge management.

3) Explain the strategic framework of knowledge management.

4) Examine the factors influencing organizational culture.

5) Explain the applications of social media in Talent Management.

6) Explain the 5 step process of succession planning.

7) Analyze the talent retention strategies.

SECTION-C

Answer any Three questions. Each question carries Ten marks. [3 × 10 = 30]

8) Explain the stages of knowledge management process.

9) Analyze the knowledge sharing culture in an organization.

10) Examine the principles of knowledge management.

11) Explain the building blocks of talent management system.

12) Discuss the recent trends in human resource planning.

SECTION-D

13) Case (Compulsory): [1 × 15 = 15]

Mr. Renka, CEO of UPEX Chemicals Ltd., Bangalore established an open communication link with managers and workers. The first communication from Mr. Renka of his very first day of assuming of the employees was in Kannada. This outlined the company's policies and also sought the suggestions of the employees for improving performance of UPEX. Mr. Renka met the managers and office bearers of unions separately and listened to their grievances. He did a quick SWOT analysis and identified many key result areas for concentration.

The CEO sent an educative circular on effective management practices to managers and also personally participated in management development programs. Managers were encourages to get higher academic qualifications. By his own behavior Mr. Renka set an example of punctuality. He was also prompt in taking decisions. He insisted that performance requirements be met by agreed time schedules. He stressed integrity and resisted improper political interference.

The overall strategic plans of the company were discussed in open meetings of top managers to give them a broad picture of where the organization stood and where it planned to go. This created among them an awareness of corporate level matters gave them a sense of involvement. The employees were moved around to make best use of the available talent. Managers were entrusted the responsibility of both

operations and maintenance practices and recognize the set up and train its employees in modern management concepts.

Questions :

a) What are your comments on leadership style of Mr. Renka?

b) What are the motivation strategies to retain the employees of the organization?

c) What is the organizational culture prevailing in UPEX chemicals Ltd.? Discuss.

❄ ❄ ❄