MB122C

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Knowledge Management (Elective-C, HR)

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

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

1. a) State about the E-Commerce issues in transportation.

b) Define knowledge.

c) Mention few essential Knowledge Management tools.

d) What are Knowledge Strategies?

e) What is Knowledge Value Chain?

f) What do you mean by knowledge documentation?

g) Why quality assurance is important for organization?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Differentiate between Tacit Knowledge and Explicit Knowledge.

3. Explain the future trend of knowledge management.

4. Discuss the factors which influence the Knowledge Management.

5. Briefly explain the major issues involved in Management of Knowledge.

6. What impact does knowledge management has on organization?

7. Outline the tools of Talent Management.

SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. What are the critical enabling conditions in the Knowledge creation process? Explain in detail.

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9. Write short notes on:

a) Organizational design for Knowledge Management.
b) Knowledge Based Reward Systems.

10. Define knowledge sharing. Discuss various barriers to Knowledge Sharing in an Organization.

11. "Technological advances have greatly helped the growth of Knowledge Management, although the field has not yet reached full maturity". Elucidate the statement.

12. What is Organisational Knowledge? Explain the characteristics of Organisational knowledge.

SECTION - D

13. Case (Compulsory). **(15)**

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 whatever 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 point 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 are the reasons for the success of Trish? **(10)**

b) Is really the knowledge sharing the secret of Trish success? Are both technology and subject matter are also necessary. **(5)**
