MBSC-4.1C

Sl.No. :

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Fourth Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
Human Resource (Elective - C)
Knowledge Management

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

SECTION - A

Answer any Five questions. Each question carries FIVE marks : [5 × 5 = 25]

Q1) Briefly explain the concept of the knowledge spiral in Knowledge Management.

Q2) Explain the concept of a knowledge-centered culture and its importance in organizations.

Q3) Outline the key challenges in implementing a Knowledge Management strategy.

Q4) Define the contingency plan for the talent market and its importance in a talent-driven organization.

Q5) How do leadership and Knowledge Management intersect in organizational contexts? Explain.

Q6) Bring out the importance of cultural change for promoting a knowledge-sharing culture.

Q7) Explain the principles of Knowledge Management and how they contribute to knowledge creation.

SECTION - B

Answer any Four questions. Each question carries TEN marks : [4 × 10 = 40]

Q8) Define talent a quesition & explain its impo and developmental organization.

Q9) Describe the strategic framework for harnessing organizational knowledge. How can knowledge management be integrated into this framework?

Q10) Explain the obstacles to becoming a learning organization and suggest ways to overcome them.

Q11) Analyze the value-driven cost structure in talent development and explain the financial benefits of effective talent management.

Q12) Explain the different types of knowledge and their relevance to Knowledge Management strategies in organizations.

Q13) Explain the role of market-driven contingency plans in Talent Management and how they ensure business continuity.

SECTION - C

Q14) **Case (Compulsory) :** **[1 × 15 = 15]**

Healthcare organization PQR has a large team of medical professionals, researchers, and administrators working together to deliver quality care to patients. However, the organization has been facing difficulties in managing the vast amount of knowledge generated from patient care, medical research, and administrative processes. There have been instances where critical patient information was lost due to poor knowledge retention practices, and collaboration between departments has been minimal.

To address these issues, PQR is developing a strategic Knowledge Management framework aimed at improving knowledge retention, facilitating knowledge sharing, and ensuring that valuable insights from patient care and research are not lost. The framework includes investing in Knowledge Management infrastructure, such as electronic health records, knowledge repositories, and tools for collaboration. The leadership team also recognizes the need for a cultural shift toward a more knowledge-centered environment.

Questions :-

a) What are the critical elements of the Knowledge Management framework that PQR should focus on to improve knowledge retention and sharing?

b) How can PQR ensure that its Knowledge Management infrastructure, such as electronic health records, supports better collaboration and patient care?

c) Discuss the importance of creating a knowledge-centered culture in PQR. What steps can the organization take to foster this culture?