

**AS-817**

**M.B.A. Semester-IV Examination**

**KNOWLEDGE MANAGEMENT**

**Paper—MBA/4305/OB**

Time : Three Hours]

[Maximum Marks : 70

**Note :—**(1) Attempt all questions.

(2) Figures to the right indicate marks:

**SECTION—A**

1. (a) Discuss concept, contemporary significance, philosophy and structure of knowledge management. 14

**OR**

- (b) What do you understand by knowledge management ? Explain knowledge management processes. 14

**SECTION—B**

2. (a) Discuss the concept of workers participation in knowledge processes. 7  
(b) Pawan Raj Industry wishes to modify its existing marketing strategy to cope up with market challenges. As consultant, how will you modify the existing marketing strategy of Pawan Raj Industry using knowledge management approach ? 7

**OR**

- (c) Discuss Earl's Seven School of Knowledge Management approach. 7  
(d) Agrawal Motors is an automobile company. The company recruited fresh ITI qualified people through campus interview-so that they can be trained as per requirement and moulded as desired. Company wishes to enhance skills of newly employed workers through knowledge management program. Company has appointed you as HR consultant. How would you make workers participation in knowledge management process so that it is successful ? 7

3. (a) What do you understand by forgetting and unlearning knowledge? 7
- (b) Sai Coaching Classes is a reputed coaching institute at Akola. To excel in the field, the institute plans to conduct knowledge management program. Suggest the suitable knowledge management program with justification for suggesting a particular program. 7

**OR**

- (c) Explain social dynamics of innovation networking processes. 7
- (d) Ajit Pharmaceutical plans to introduce three new drugs. The company installed new machinery to produce these drugs. The technology is also new. The company recruited few fresh engineers and pharmacists to run the plant. Company wishes that the plant should start within two months. How will you plan the learning program for the new engineers and pharmacists ? 7

**SECTION—C**

4. (a) Explain how interpersonal trust is important in managing and sharing knowledge. 7
- (b) Discuss intracommunity knowledge processes. 7

**OR**

- (c) What do you understand by communities of practice basic characteristics ? 7
- (d) Explain how group identity helps in managing and sharing knowledge. 7

**SECTION—D**

5. Mr. Swami is chartered accountant by profession the started his own software company. The Company progressed very much in five years. Mr. Swami earned a lot of money through business and thought that now he should invest the money in another business. So he decided to diversify his production business. Mr. Swami started packaged food products. Already three years have passed but the production business is not progressing as desired. The employees are very much experienced and sincere. But they are not able to perform as they do not have an authority to take decisions. For everything they have to ask Mr. Swami as all the decisions are taken by Mr. Swami.

Mr. Swami do not have any experience and knowledge of production and marketing. Some decisions get delayed and some happen to be wrong. The senior executives are frustrated and dissatisfied because of Mr. Swami's working style. They have to answer for none of their mistakes. They are considered responsible for company's non-performance.

**Questions :**

- (1) Analyse the case. 4
- (2) What type of leadership style is practiced by Mr. Swami ? Is it correct ? Justify your answer. 6
- (3) How will you convince Mr. Swami the importance of delegation of authority ? 4

