

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 knowledge society concept, post industrial concept and perspectives of knowledge in detail. 14

OR

- (b) What do you understand by knowledge features and perspectives of knowledge ? Discuss knowledge management processes in brief. 14

SECTION—B

2. (a) Explain Alvesson and Karreman's four management approach. 7
- (b) Mr. Reddy is CEO of Ramaya Steels. He believes that workers, participation in knowledge processes may help to increase the production of company. You are appointed as HR consultant. How will you increase workers participation in knowledge processes at Ramaya Steels ? 7

OR

- (c) 'A knowledge management system is one of the most efficient and effective ways to train and educate the employee'— comment. 7
- (d) V. Guard is facing a tough competition in the market for its home appliances products. Company wants to modify its marketing strategy. How will you modify V. Guard's existing marketing strategy using knowledge management approach ? 7
3. (a) Explain the concept of knowledge creation and loss innovation dynamics. 7
- (b) MES junior college is run by MES society from last 30 Years. The managing committee wants to change their education system by using knowledge creation theory for development of students. As an HR consultant, how would you use knowledge creation theory in this context ? 7

OR

- (c) Explain typology of forgetting. 7
- (d) Ramdev Pharmaceuticals planned expansion of their existing plant; company recruited 20 fresh engineers through campus interview. Company wishes to start expansion after six months. Company wants that during a period of six months the new engineers should learn the process technology. As HR consultant, plan the learning programme for fresh engineers of Ramdev Pharmaceuticals. 7

SECTION-C

4. (a) What do you mean by knowledge process and give its significance. 7
(b) Discuss intracommunity knowledge processes. 7

OR

- (c) Discuss boundary spanning and cross community concept. 7
(d) What do you mean by interpersonal trust and group identity ? 7

SECTION-D

5. Softex is a world leader in powerful easy to use business software. They are at the cutting edge of business technology used by industry leaders all over the world promoting collaboration between customers and suppliers, linking people and processes across the world.

Softex has turned towards knowledge management concept in keeping with the demand of time. It has started the departments like knowledge transfer and knowledge development. The main objective is to empower the employees with skills necessary to meet the external world. The company provides encouragement to employees for knowledge management. Company started suggestion scheme, through which employees can give their valued suggestion for improvement in the company. Complaint box is also provided in which genuine complaint can be put. Company is providing short term and long term training programmes for employees to update their knowledge. CEO wishes to improve the performance and welfare of employees by employing more knowledge management programmes.

- (a) Analyse the case. 3
(b) Suggest some of the knowledge management processes to Softex so that performance of the company can be improved further. 7
(c) If you are appointed as consultant, what would be your first priorities ? Justify. 4