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School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MBIT6008 - Knowledge Management and Information System

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Appraise the process of data aggregation contribute to generate meaningful information. K5 (5)
- 2) Identify how storytelling play a role in transfer of Tacit knowledge within workplace. K3 (6)
- 3) Compare the following: a) Knowledge Worker and Other Worker (4) b) Knowledge Management and Business Intelligence (4) K4 (8)
- 4) Imagine you work in a dynamic technology company where innovation is crucial for staying competitive. The team comprises both experienced engineers with tacit knowledge and young professionals eager to learn. The company recently adopted the SECI Model as a framework for knowledge creation and sharing. In the context of your technology company, elaborate on how the SECI Model can be applied to enhance knowledge creation and sharing among the diverse team. K3 (9)
- 5) Knowledge Management (KM) is a strategic organizational process aimed at capturing, organizing, and leveraging knowledge for improved decision-making, innovation, and overall performance. In the context of Knowledge Management, explore the multifaceted aspects, challenges, and benefits associated with its implementation within an organization. Discuss the key components of a successful Knowledge Management system, discuss the role of organizational culture, and the impact of technology on knowledge sharing. Additionally, elaborate on the potential challenges in fostering a knowledge-sharing culture and strategies for overcoming resistance to knowledge management initiatives. K5 (10)
- 6) Discuss the various facets of establishing a strong Business Intelligence system. Consider the technology implications, problems, and prospective transformations of organizational processes and outcomes. K6 (12)