

BBA
FIFTH SEMESTER (SPECIAL REPEAT)
KNOWLEDGE MANAGEMENT
BBA-502B

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

[PART-A : Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Artificial Intelligence (AI) is an
 - a. encompasses computational techniques for performing tasks that apparently require intelligence when performed by humans
 - b. is a form of robot
 - c. is a study of aeronautics
 - d. None of the above
2. AI provides KM
 - a. the mechanisms to experience
 - b. the mechanisms to enable machines to learn
 - c. the mechanisms to enable study of human behaviour
 - d. None of the above
3. A prerequisite to knowledge sharing is called
 - a. Knowledge Architecture
 - b. Knowledge Engineer
 - c. Knowledge Scientist
 - d. Knowledge Management
4. SECI model was developed by Ikujiro Nonaka in
 - a. 1991
 - b. 1990
 - c. 1992
 - d. 1993
5. Socialization is from
 - a. Explicit to explicit
 - b. tacit and explicit knowledge
 - c. tacit-to-tacit knowledge
 - d. Explicit to tacit
6. The process of handling organization's knowledge efficiently, so as to create value and fulfil strategic objectives
 - a. Strategic Management
 - b. Knowledge Management
 - c. Knowledge System
 - d. None of the above
7. Objectives of Knowledge Management
 - a. To identify the most relevant and valuable knowledge and share the same with those who need it.
 - b. To convert individual knowledge into structural asset or capital of the firm
 - c. To ensure that all the employees and members of the concern have a shared understanding regarding the organizational goals.
 - d. All of the above

8. Benefits of Knowledge management are
- a. Promotes never-ending learning
 - b. Increases productivity
 - c. Encouraging organizational communication
 - d. All of the above
9. Value of a company or organization's employee knowledge, skills, business training or any proprietary information that may provide the company with a competitive advantage
- a. Intellectual Capital
 - b. Intellectual Structure
 - c. Intellectual value
 - d. Intellectual Property
10. Somebody who has a broad and deep competence in terms of knowledge, skill and experience through practice and education in a particular field is called
- a. Expert
 - b. Scientist
 - c. Knowledgeable
 - d. All of the above
11. Types of Expertise are
- a. Adaptive
 - b. Domain
 - c. Tacit
 - d. Both a & b
12. The knowledge which has been acquired by direct experience and interpreted by the experienter
- a. Subjective
 - b. Objective
 - c. Declarative
 - d. Procedural
13. An expertise that is tied to the ability to transfer, that is, to apply knowledge to solving problems in a new context by recognizing the underlying similar concepts or principles that govern the given situation
- a. Domain
 - b. Adaptive
 - c. Tacit
 - d. Implicit
14. A process of transforming information into knowledge within an organization
- a. Knowledge Management Circle
 - b. System Cycle
 - c. Knowledge Management Cycle
 - d. None of the above
15. Knowledge Management Approaches are
- a. Innovation Cycle
 - b. Knowledge sharing cycle
 - c. Both a & b
 - d. None of the above
16. Innovation Cycle contains
- a. Create
 - b. Codify
 - c. Embed
 - d. All of the above

17. The conventional systems life cycle is usually
- a. Process driven
 - b. Documentation oriented
 - c. Sharing
 - d. Both a & b
18. Role of the Knowledge Developer
- a. The architect of the system
 - b. Close contacts with the champion
 - c. Rapport with top management for ongoing support
 - d. All of the above
19. Tacit knowledge and explicit knowledge was coined by
- a. Authur Jefferson
 - b. James Smith
 - c. Nonaka
 - d. None of the above
20. Cognitive Psychology is a
- a. is a study of internal human body
 - b. is a social science
 - c. is the scientific study of mental processes such as "attention, language use, memory, perception, problem solving, creativity, and thinking
 - d. All of the above

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. Describe the Challenges in building KM system. | 10 |
| 2. Elucidate the importance of Intellectual capital in organization. | 10 |
| 3. Explain Nonaka's Model of Knowledge Creation. | 10 |
| 4. What is a data? Explain the types of information. | 3+7=10 |
| 5. Write the difference between- | 5+5=10 |
| a. Procedural Vs declarative knowledge | |
| b. Subjective Vs Objective knowledge | |
| 6. What is the relation between cognitive psychology and knowledge management? | 10 |
| 7. Explain the objective of Knowledge Management. What are the various benefits of having knowledge management? | 5+5=10 |
| 8. What is an Artificial Intelligence? Describe the application of Artificial intelligence in knowledge management. | 3+7=10 |

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