

**BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER
KNOWLEDGE MANAGEMENT
BBA – 502 [GENERAL ELECTIVE]
[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- Which of the following is the knowledge that people carry in their minds and is, therefore, difficult to access?
 - Explicit knowledge
 - Procedural knowledge
 - Tacit knowledge
 - Declarative knowledge
- The set of processes developed in an organization to create, gather, store, transfer, and apply knowledge, best describes:
 - Organisational learning
 - Knowledge management
 - Organisational memory
 - Knowledge asset
- Knowledge workers are skilled at avoiding information overload.
 - True
 - False
 - Cannot be said
 - Either a or b
- Knowledge assets are as important as physical and financial assets for competitive advantage and survival.
 - True
 - False
 - Cannot be said
 - Either a or b
- Which capital creates the leverage and flexibility to rapidly deploy new knowledge and create an ever-changing array of products and services?
 - Capital stock
 - Social capital
 - Political capital
 - Intellectual capital
- The images, languages and concepts held by the staff and customers indicate which of the following assets of knowledge?
 - Conceptual knowledge
 - Experimental knowledge
 - Systematic knowledge
 - Routine knowledge
- Which of the following knowledge can be articulated, codified, and stored in certain media?
 - Explicit knowledge
 - Procedural knowledge
 - Tacit knowledge
 - Declarative knowledge
- All of the following includes four dimensions of knowledge management EXCEPT:
 - Process
 - Product
 - People
 - Price

9. Managers of knowledge-intensive firms have adopted which of the following best practices in knowledge-creation?
 - a. Sticking to decisions and single vision of top management
 - b. Utilizing personal experiential knowledge of employees
 - c. Avoiding ambiguity and chaos
 - d. Using homogenous tools and techniques to analyze information
10. _____ companies are considered as pioneer in the field of Knowledge management.
 - a. America
 - b. UK
 - c. Canada
 - d. Swedish
11. A collection of internal and external knowledge in a single location for more efficient management and utilization by the organization, best describes:
 - a. A knowledge repository
 - b. Organizational memory
 - c. A data warehouse
 - d. Knowledge management
12. A set of numeric values would be.....
 - a. Information
 - b. Value
 - c. Data
 - d. Information
13. A data set interpreted to some..... helps in decision making.
 - a. Message
 - b. Value
 - c. Information
 - d. Judgment
14. Major knowledge work applications include:
 - a. Document imaging systems
 - b. Computer aided VRS, AR
 - c. Book Keeping
 - d. Register
15. Which of the following can be considered as a repository of knowledge?
 - a. A Computer system
 - b. A magnetic disc
 - c. A Register of Attendance
 - d. A Library
16. Which of the website can be associated to Knowledge management?
 - a. Google.Com
 - b. Rediff.Com
 - c. Wikipedia.Com
 - d. Yahoo.Com
17. Which one is not a step of knowledge management process?
 - a. Collecting
 - b. Analyzing
 - c. Testifying
 - d. Organizing
18.is the simulation of human intelligence processes by machines, especially computer systems.
 - a. Technology
 - b. IoT
 - c. Artificial Intelligence
 - d. Fuzzy Logic
19. is a series of algorithms that endeavors to recognize underlying relationships in a set of data through a process that mimics the way the human brain operates.
 - a. Programming
 - b. Coding
 - c. Artificial Neural Network
 - d. Computer Aided Design

20. is a process that helps organizations to identify, capture, store, and share knowledge.
- a. Knowledge Augmentation
 - b. Knowledge management life cycle
 - c. Knowledge Preservation
 - d. Knowledge Segmentation

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Explain the different types of knowledge with examples and their importance in an organization. 10
2. What do you mean by Knowledge Management? Why Knowledge management is important for an organization? How the valuation of intellectual capital is done? 2+4+4=10
3. Discuss the various issues of Knowledge management. Briefly explain the process of knowledge management. 6+4=10
4. Explain the various types of intellectual capital. What are the driving forces that work behind knowledge management? 5+5=10
5. Define knowledge management Lifecycle. Indicating the various stages of knowledge management lifecycle highlight the major challenges. 4+6=10
6. Write short Notes on: 2.5×4=10
 - a) Artificial Intelligence,
 - b) Neural Network,
 - c) Bio Mimicry,
 - d) Advantages of Knowledge Management
7. Discuss the steps of Ikujiro Nonaka model of knowledge creation. Indicate the major components of knowledge creation process. 6+4=10
8. "Knowledge creation is important not only for organizational competitiveness and survival, but can have far-reaching societal, national, and global consequences." Drawing cues from the statement, justify your answer. 10

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