

(i) Printed Pages : 3]

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(ii) Questions : 10]

Sub. Code : 

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**Master of Commerce 4th Semester  
Examination**

**1047**

**KNOWLEDGE MANAGEMENT**

(Same for USOL Candidates)

**Paper : M.C. 402**

**Time : 3 Hours]**

**[Max. Marks : 80**

*Note :- Attempt five questions in all, selecting one question from each Unit. All questions carry equal marks.*

**Unit-I**

1. Explain why organizations should treat knowledge as their strategic asset.
2. What is 'tacit knowledge' ? What are the interventions required to collect and utilize Tacit Knowledge in an Organization ?

**N-480**

( 1 )

Turn Over

## **Unit-II**

3. Discuss different Knowledge Management systems of any Service Organization.
4. Discuss the various barriers to Knowledge Sharing in Manufacturing unit.

## **Unit-III**

5. Using an Industry case, explain how Knowledge Management strategy can be advantageously used in today's IT scenario.
6. Why is it difficult to directly codify tacit knowledge ? What are the pitfalls that one could encounter in capturing tacit knowledge ? How would you address these pitfalls ?
7. Discuss the pros and cons of cross leveraging knowledge. Also offer your own suggestions.

## **Unit-IV**

8. How would you forge a bridge between the largely tacit cultural knowledge of an organization and largely explicit organizational memory system that should serve to preserve the knowledge ?

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9. Define knowledge connectivity management and discuss its strategic implications for knowledge capture and codification.

10. Briefly explain the following :

- (a) Role of Middle Management in KM
- (b) Knowledge based Reward systems