



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

Autonomous

Siddhartha Nagar, Vijayawada-520010

Re-accredited at 'A+' by the NAAC

22 BA 4E3: Knowledge Management

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| Subject Code : | 22 BA 4E3 | I A Marks | 30 |
| No. of Lecture Hours / Week | 05 | End Exam Marks | 70 |
| Total Number of Lecture Hours | 75 | Total Marks | 100 |
| Practical Component | 01 Hour/Week | Exam Hours | 03 |

Course Objective:

To make the students realize the importance of capturing knowledge elements and its structures application as a competitive advantage to business.

Unit I

Introduction to KM, History of KM, Importance of KM, Information Management to Knowledge Management, K M Cycle, Industrial Economy to Knowledge-Economy

Unit II

Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix.

Unit III

Social Nature of Knowledge, Social Network Analysis, Obstacles to knowledge sharing, Organizational learning & Social Capital. Knowledge Application – Individual level, Group level & Organization Level.

Unit IV

KM Strategy, Knowledge audit, GAP Analysis, Road Map, KM Metrics, Balance Score Card. KM Tools – Knowledge Capture & Creation tools, Knowledge sharing & Dissemination Tools, Knowledge Acquisition & Application tools.

Unit V

Km Team–Roles & Responsibilities, Political issues in KM, Ethics in KM, Strategies issues in Knowledge Management, Future of Knowledge Management.



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**MODEL QUESTION PAPER
M.B.A (GENERAL) DEGREE EXAMINATION
Fourth Semester
22 BA 4E3 – KNOWLEDGE MANAGEMENT**

Duration: 3 hours

Maximum Marks: 70

SECTION- A

Answer the Following Questions

5×4=20 Marks

1.(a) Importance of KM

(OR)

(b) What is Knowledge-Economy

2. (a) Knowledge conversion

(OR)

(b) Tools of KM

3.(a) Knowledge sharing

(OR)

(b) Social Capital

4.(a) GAP Analysis

(OR)

(b) Balance Score Card

5.(a) Ethics in KM

(OR)

(b) KM Team

SECTION - B

Answer the Following Questions

5×8=40 Marks

1.(a) Explain the various characteristics of knowledge economy. List down the technology enablers used in the present knowledge economy.

(OR)

(b) Discuss the pros and cons of various knowledge management tools and techniques used in an organization.

2.(a) Describe the knowledge management system life cycle.

(OR)

(b) Briefly describe the features of knowledge management.

3.(a) What are some best practices in implementation of knowledge management systems? Explain.

(OR)

(b)How does organizational learning help in the management of knowledge? Elaborate.

4.(a)Discuss the role of information and technology in knowledge management systems.

(OR)

(b)Explain the differences between knowledge management tools and knowledge management techniques.

5.(a) Briefly explain the strategies adopted by the organization in sustaining knowledge culture.

(OR)

(b)Using an industry case, explain how knowledge management strategy can be advantageously used in today's IT scenario.

SECTION- C

1 X 10 = 10 Marks

11 Case study: (Compulsory)

Apple knowledge management, a result of culture:

From near bankruptcy in the late 90's to one of the world's most successful and lucrative just ten years later, Apple has a laundry list of things they have done right. Since Dec. of 2000, as recently reported by CNBC, Apple's market cap has grown \$412 BILLION, and each one of the events mentioned in the timeline above has directly (along with others) contributed to this astronomical growth. Apple's success stems from the mastery of several areas of business including, but not limited to, supply chain management, knowledge management, and operations. For this posting, we will note Apple's strengths in regard to knowledge management.

(a) Apple's ability to create knowledge (creation of product categories [iPad]).

(b) Apple's ability to constantly change its structure and goals by releasing every new or updated product.

(c) Apple's ability to constrain its secrets so there are limited leaks, despite the fact that its people posing leave at the end of every day, and its people are its greatest resource.

Apple's decision to keep its software specifically and solely for its products, and vice-versa knowledge management is Apple's fundamental core competency, and the reason it is successful in its most lucrative attribute, innovation. Without knowledge management, Apple's innovation would not be relevant, because the information would get out long before the products themselves do. Apple's culture implanted by its great pioneer Steve jobs is what keeps Apple employees loyal, and inevitably this translates to the brand loyalty demonstrated by the customers of the company.

Questions:

(a) Is it possible for Apple to "lose" at this point in the game, and what are some ways that could happen?

(b) Comment on Apple's strengths in regards to knowledge management.
