Code No: BA1906   **R14**

MBA I Semester Supplementary Examinations, May 2015

KNOWLEDGE MANAGEMENT

(Master of Business Administration)

Time: 3 Hours   **Max. Marks: 60**

Note: Answer All Sections of Questions at one place

      All Questions from Section – A are to be answered at one place.

SECTION–A

                                                             6×2 = 12M

1. Distinguish between Information and knowledge?
2. What are the stages in knowledge management life cycle?
3. Define tacit knowledge with suitable examples?
4. Distinguish between brain drain and brain gain?
5. What are the seven layers of knowledge management?
6. What are the basic types of knowledge?

SECTION–B

                                                             3×12 = 36M

1. a) Explain the important phases in the evolution of knowledge management?

                                          (OR)

   b) Explain the success factors of knowledge management implementation process at organization?

2. a) Discuss the pros and cons of technologies used in knowledge - Sharing and Dissemination phase?

                                          (OR)

   b) Discuss some of the key information technologies used in knowledge management projects?

3. a) Discuss the various knowledge mapping techniques?

                                          (OR)

   b) Explain the need and the procedure to conduct knowledge audit?

1×12 = 12M

CASE STUDY (Compulsory)

Danone is identified as a French multinational company that is based in Paris and specializes in food products. The company prides itself as a world leader in fresh dairy products. Danone focused on networking attitude in 2013. The introduction of networking attitude aimed to make sure that the firm can share good practices and circulate information with each other. The main issue in Danone is to determine the impact of networking to the company. A minimal issue in Danone is to determine why some of its divisions are behind in terms of innovation and networking. The key issues helps in understanding how networking has helped Danone. The key issues helps in uncovering the probable strategies that Danone can use to make full use of networking and relative technology.

The main stakeholders are Mougin and Benenati. The main cause of the issue is knowledge application. Those who used networking wasn't fully aware of how such technology should be used and what are implications to the business. It is almost impossible for any present-day organization to compete in global markets without making an efficient use of knowledge in its operations (Schmalhofer 2008). Most organizations are making the use of knowledge in its most obvious forms, such as scientific developments, computing and information technology, and the Internet. Human creativity and innovation are very important inputs to their processes. These are the organizations complete firms, one department, or just one section of a department that people call knowledge organizations. These firms use the most recent scientific and specialized knowledge, electronic computers, and information technology as primary inputs into their operations. Knowledge organizations require skills derived from freethinking and unbounded actions of those working for them. They grow on skills that bring about uniqueness, newness, and creativity (Ford, DH & Ford, ME 2012).

Question:

a) What is the strategy to be implemented to minimize cost of the firm?