

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022****Subject Code: 4549282****Date: 22-07-2022****Subject Name: Knowledge Management****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Differentiate between Knowledge and Information **14**  
(b) Tacit Knowledge  
(c) Declarative Knowledge  
(d) Repository of Knowledge  
(e) McElroy KM Cycle  
(f) Define Knowledge Workers  
(g) Problems in Knowledge Management
- Q.2** (a) Discuss Knowledge Management process in detail. **07**  
(b) Discuss various forms of infrastructure required for initiating knowledge management process. **07**
- OR**
- (b) Discuss various ways of accumulating the knowledge in the organization. **07**
- Q.3** (a) Discuss various knowledge sharing system used by different organization to meet their requirements. **07**  
(b) Define Lateral Thinking and elaborate role of it in discovering knowledge from people in organization. **07**
- OR**
- Q.3** (a) Explain the role of Bench-marking practices in managing knowledge for improving organization performance. **07**  
(b) Discuss how routine work systems will be managed by Knowledge Management System? **07**
- Q.4** (a) Describe various ethical issues involved in Knowledge Management. **07**  
(b) Discuss how companies can be benefiting by adopting Knowledge Management System. **07**
- OR**
- Q.4** (a) Discuss road map for Knowledge Management prescribed by Amrit Tiwana. **07**  
(b) Discuss the importance of leadership in Knowledge Management and also discuss various leadership styles with best fitted to organizational requirement. **07**

## Q.5

### **KM at ERC DataPlus :**

ERC Dataplus offers companies web-based tools for managing and administering human resource tasks including employee recruiting and selection. From job seeker assessment to deployment of career site development capability, clients can advertise job openings and pre-qualify job seekers against company, location and job-specific criteria. Clients can automate the task of educating job seekers about their organization and current job opportunities capture detailed information about job candidates, and schedule the next step in the recruiting process 24 hours a day, seven days a week, all automatically. With an international client base, ERC Dataplus provides online support to hundreds of corporate recruiters worldwide.

ERC Dataplus needed to provide their clients with round the clock service in order to provide high levels of access to their system. As an application service provider, the ERC Dataplus system allowed their corporate clients to engage in recruitment of new employees worldwide. They required ongoing support for information and answers to their questions from hundreds of recruiters about web-based recruiting activities for job candidates, details about the application, how things work, and capabilities. ERC Dataplus clients were limited to personal contact, paper documents, and searching electronic files to find the information they needed. The process was time consuming with phone conversations, callbacks and difficult data searches that delayed time critical responses and added unnecessary cost to the support of products.

ERC Dataplus determined that they could incorporate new technology into their web-based application to quickly answer their clients' questions and provide virtual service on demand from anywhere in the world. This would allow ERC Dataplus to provide a superior service and allow their clients to get the most from their products. Information on demand would provide customers with the best information at any time, day or night, 365 days per year. With many international clients, the enhanced capabilities gave ERC Dataplus a significant competitive advantage in their market.

With the Novo Solutions knowledge base system, ERC Dataplus provides real time information 24x7 and reducing inbound calls by over 50%. This frees up valuable time and speeds the process for customer information yielding productivity gains and avoiding the need for additional customer support personnel. This helped ERC Dataplus to significantly improve overall customer satisfaction by providing information to their clients whenever, wherever it was needed. Because the information is continually updated, ERC Dataplus clients are assured the most current information in an easy-to-use format with new questions, answers and product updates in a simple "drill down" format from keyword searches. An important goal for ERC Dataplus was ease-of-use and the ability to have the system up and running quickly with a minimal amount of resource requirement. It was important that ERC Dataplus clients find the system friendly, fast and intuitive.

The knowledge base system was implemented in just days with clients immediately able to log on and begin accessing the information they need. ERC Dataplus measures the system usage with a built-in tool allowing management to identify subjects of particular interest to their clients. By generating monthly reports on the most popular topics, articles and questions, ERC Dataplus is able to focus on improving the information that they know is most important to their clients. To ensure the maximum user friendliness, ERC Dataplus designed their core web-based software product with the Novo Solutions knowledge base application built right into their product. With this design their clients can enter the knowledge base from anywhere within the ERC software application. The knowledge base recognizes where the client is and accesses the subject level based upon that particular section of the application. ERC Dataplus feels that the knowledge base makes their clients smarter and more productive. The technology provides efficiencies that help keep their costs down while making them more competitive and able to offer greater overall value to their clients.

- (a) Describe the problems faced by ERC Dataplus and discuss whether the solution thought by management was right or not? 07
- (b) Which kind of Knowledge Management system you call this? Will it give expected results? 07

**OR**

- Q.5**
- (a) How client problems will be handled by New Systems and what benefits it will bring to ERC dataplus? 07
  - (b) What are other alternate system can be proposed instead of mentioned in case? Describe the benefits and reasons for it. 07

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