

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER - IV-EXAMINATION- SUMMER-2023

Subject Code: 4549282

Date: 23/06/2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical 1. Intellectual Capital versus Physical Assets 2. Artificial intelligence 3. Web 2.0 4. ERP 5. SDLC Vs KMSLC 6. KM Team 7. KM Certifications	14
Q.2	(a) Write a note on Decision Support System.	07
	(b) What are the key challenges in knowledge management? List and brief about ethics in knowledge management.	07
OR		
Q.2	(b) Explain the Mystique of learning organisation and also state the difference between learning organisation and KM.	07
Q.3	(a) Discuss the KM cycle with relevant examples.	07
	(b) Differentiate learning by doing and learning by observation with suitable examples. How they are unique in their concepts.	07
OR		
Q.3	(a) Consider knowledge management in health science and explain the stages involved in developing the knowledge management system.	07
	(b) What are the knowledge mapping techniques? Explain them with suitable example.	07
Q.4	(a) What are the 10-step KM Road Map of Amrit Tiwana? Discuss it with suitable example.	07

- (b) Define benchmarking. Explain the different types of benchmarking 07

OR

- Q.4 (a) Explain the information architecture and its components. What is the role information architecture of in India? 07
- (b) Consider Textile organization and draw learning organization model. Develop KM implementation plan and learning organization outcome. 07

Q. 5 **CASE STUDY:**

M/s JKM & Sons is one among the reputed IT organizations in the global IT Service Industry. The organization has a well-designed talent & Knowledge management strategy in place and as a result the talent workforce is retained for long tenure in the organisation. The organisation had global workforce which includes expatriates and number of virtual teams supporting from across destinations. The sudden outbreak of COVID-19 was a big blow as most of the expatriates were highly terrified and wanted to return back to their home nations. This resulted as a major challenge in talent retention.

- (a) If you were the talent manager, what will be your immediate response to the (a) situation? 07
- (b) As the health and safety is major concern for any individual, what would be your strategy to retain the target talent? 07

OR

- (a) If you were given an opportunity to design a talent management framework to manage such crisis, design and discuss on the framework. 07
- (b) How would you consider the KM strategies during outbreak of COVID-19 to overcome the turnover? 07
