

Write the following information in the first page of Answer Script before starting answer

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number _____

Course _____ Semester _____

Paper Code _____ Paper Title _____

Type of Exam: _____ (Regular/Back/Improvement)

Important Instruction for students:

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1st page.
3. After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am – 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason.

**BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER
KNOWLEDGE MANAGEMENT
BBA-502(B)**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. The process of handling organization's knowledge efficiently, so as to create value and fulfil strategic objectives
 - a. Strategic Management
 - b. Knowledge Management
 - c. Knowledge System
 - d. None of the above

2. Objectives of Knowledge Management
 - a. To identify the most relevant and valuable knowledge and share the same with those who need it.
 - b. To convert individual knowledge into structural asset or capital of the firm
 - c. To ensure that all the employees and members of the concern have a shared understanding regarding the organizational goals.
 - d. All of the above

3. Benefits of Knowledge management are
 - a. Promotes never-ending learning
 - b. Increases productivity
 - c. Encouraging organizational communication
 - d. All of the above

4. Value of a company or organization's employee knowledge, skills, business training or any proprietary information that may provide the company with a competitive advantage is
 - a. Intellectual Capital
 - b. Intellectual Structure
 - c. Intellectual value
 - d. Intellectual Property

5. Somebody who has a broad and deep competence in terms of knowledge, skill and experience through practice and education in a particular field is called
- Expert
 - Scientist
 - Knowledgeable
 - All of the above
6. Types of Expertise are
- Adaptive
 - Domain
 - Tacit
 - Both a & b
7. The knowledge which has been acquired by direct experience and interpreted by the experienter
- Subjective
 - Objective
 - Declarative
 - Procedural
8. An expertise that is tied to the ability to transfer, that is, to apply knowledge to solving problems in a new context by recognizing the underlying similar concepts or principles that govern the given situation
- Domain
 - Adaptive
 - Tacit
 - Implicit
9. A process of transforming information into knowledge within an organization
- Knowledge Management Circle
 - System Cycle
 - Knowledge Management Cycle
 - None of the above
10. Knowledge Management Approaches are
- Innovation Cycle
 - Knowledge sharing cycle
 - Both a & b
 - None of the above
11. Innovation Cycle contains
- Create
 - Codify
 - Embed
 - All of the above
12. The conventional systems life cycle is usually
- Process driven
 - Documentation oriented
 - Sharing
 - Both a & b

13. Role of the Knowledge Developer
- a. The architect of the system
 - b. Close contacts with the champion
 - c. Rapport with top management for ongoing support
 - d. All of the above
14. Tacit knowledge and explicit knowledge was coined by
- a. Authur Jefferson
 - b. James Smith
 - c. Nonaka
 - d. None of the above
15. Cognitive Psychology is a
- a. study of internal human body
 - b. social science
 - c. scientific study of mental processes such as "attention, language use, memory, perception, problem solving, creativity, and thinking
 - d. All of the above
16. Artificial Intelligence (AI) is an
- a. encompasses computational techniques for performing tasks that apparently require intelligence when performed by humans
 - b. is a form of robot
 - c. is a study of aeronautics
 - d. None of the above
17. AI provides KM
- a. the mechanisms to experience
 - b. the mechanisms to enable machines to learn
 - c. the mechanisms to enable study of human behaviour
 - d. None of the above
18. A prerequisite to knowledge sharing is called
- a. Knowledge Architecture
 - b. Knowledge Engineer
 - c. Knowledge Scientist
 - d. Knowledge Management
19. SECI model was developed by Ikujiro Nonaka in
- a. 1991
 - b. 1990
 - c. 1992
 - d. 1993
20. Socialization is from
- a. Explicit to explicit
 - b. tacit and explicit knowledge
 - c. tacit-to-tacit knowledge
 - d. Explicit to tacit

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[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[Answer question no. One (1) & any four (4) from the rest]

1. Explain the objective of Knowledge Management. What are the various benefits of having knowledge management? 5+5=10
2. Elucidate the importance of Intellectual capital in organization. 10
3. What is a data? Explain the types of information. 3+7=10
4. **Write the difference between-** 5+5=10
 - a. Procedural Vs declarative knowledge
 - b. Subjective Vs Objective knowledge
5. Describe the Challenges in building KM system. 10
6. What is the relation between cognitive psychology and knowledge management? 10
7. What is an Artificial Intelligence? Describe the application of Artificial intelligence in knowledge management. 3+7=10
8. Explain Nonaka's Model of Knowledge Creation. 10

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