

**BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER
KNOWLEDGE MANAGEMENT
BBA – 502B**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. The objective of knowledge management is _____
 - a. To manage a digital repository of organizational information
 - b. To minimize the loss of corporate memory due to attrition and retirement
 - c. To deal with unstructured facts and of structured facts of figures.
 - d. All of the above
2. VAIC (value added intellectual to effective) is associated with which valuation method?
 - a. Direct intellectual Capital Method
 - b. Market capitalization method
 - c. Pricing Method
 - d. Return on Asset method
3. Which of the following is an example of structural capital?
 - a. Brand name
 - b. Franchise agreement
 - c. Trademark
 - d. Customer loyalty
4. What are the three levels of Intellectual capital?
 - a. Strategic, tactical and operational
 - b. Competence, capabilities and technology
 - c. Strategic, operational and ethical
 - d. None of the above
5. Which one of the following is an example of motor skill expertise?
 - a. Riding a bicycle
 - b. The skills of aeronautical engineers
 - c. Television repairing skills of a technician
 - d. None of these
6. Declarative knowledge is characterized as
 - a. Know-how
 - b. Know-why
 - c. Know-what
 - d. Know-when
7. Which type of information is very personal and difficult to formalize?
 - a. Tacit information
 - b. Theoretical information
 - c. Explicit information
 - d. Concrete information
8. Codifiability characteristics of knowledge reflects
 - a. The knowledge of particular circumstances of time and place in which work is to be performed
 - b. The extent to which knowledge can be articulated or codified
 - c. The rich scientific knowledge and an understanding of the particular context
 - d. None of the above

9. Knowledge Management System Life Cycle (KMSLC) is
 - a. Process driven
 - b. Result oriented
 - c. Sequential
 - d. Documentation oriented
10. Rapid prototyping is supported by
 - a. Conventional life cycle
 - b. Knowledge management system life cycle
 - c. Both a & b
 - d. None of the above
11. The information woven inside the mind of an expert for accurately and quickly solving complex problems
 - a. Episodic knowledge
 - b. Expert knowledge
 - c. Semantic knowledge
 - d. None of the above
12. Knowledge chunking means
 - a. Knowledge storage in experts' long-range memory as chunks
 - b. Segregation of knowledge and labelling them
 - c. Organizing the knowledge in sequence
 - d. None of the above
13. Intelligence stands for
 - a. The ability to store and retrieve relevant experience according to will.
 - b. The capability to acquire and apply appropriate knowledge
 - c. The skill of acquiring knowledge using the method of instruction study.
 - d. None of the above
14. Human learning can occur
 - a. Through experience.
 - b. By example
 - c. By discovery
 - d. All of the above
15. Knowledge-based systems are excellent at representing many forms of
 - a. Motor skill expertise
 - b. Associational expertise
 - c. Theoretical expertise
 - d. All of the above
16. Knowledge centers: means
 - a. The information repository of an organization
 - b. The information processing center of an organization
 - c. Areas in the organization where knowledge is available for capturing
 - d. All of the above
17. Knowledge architecture stands for
 - a. People, Content and Technology
 - b. Technology-based systems network
 - c. People, Technology and Hierarchy
 - d. People, hierarchy and content
18. Who coined the terms tacit knowledge and explicit knowledge?
 - a. Arthur Marwick
 - b. P. Wesley Schultz
 - c. Ikujiro Nonaka
 - d. Lynette Zelezny
19. In Nonaka' model, socialization stands for
 - a. Tacit to tacit communication
 - b. Explicit to explicit communication
 - c. Tacit to explicit communication
 - d. Explicit to tacit communication

20. Sending an e-mail is an example of
- a. Tacit to tacit communication
 - b. Explicit to explicit communication
 - c. Tacit to explicit communication
 - d. Explicit to tacit communication

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1. a) What are the characteristics of Knowledge management? | 5+5=10 |
| b) Draw a comparison between Information management and Knowledge management. | |
| 2. What is Intellectual Capital? Explain the three components of Intellectual capital with appropriate examples. | 10 |
| 3. "Knowledge can be viewed from a subjective or objective stance." Elaborate. | 10 |
| 4. a) State the major characteristics of knowledge | 5+5=10 |
| b) "Knowledge resides in several different locations or reservoirs" Briefly discuss these locations of knowledge with relevant examples. | |
| 5. Draw a comparison between the conventional life cycle and the knowledge management system life cycle, highlighting the key differences as well as the key similarities between them. | 10 |
| 6. a) Discuss the challenges involved the development of a knowledge management (KM) system? | 5+5=10 |
| b) State the different stages of the Knowledge Management System Life-Cycle (KMSLC). Give a brief summary of the KMSLC. | |
| 7. a) Discuss the role of expert systems in Knowledge management. | 5+5=10 |
| b) State the advantages of using a knowledge-based system. | |
| 8. a) Discuss how knowledge is created and transferred via teamwork. | 5+5=10 |
| b) Explain the process knowledge creation and transformation using the Nonaka's model. | |

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