

**BACHELOR OF BUSINESS ADMINISTRATION  
FIFTH SEMESTER [SPECIAL REPEAT]  
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*

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

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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