

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(Autonomous)**

MASTER OF BUSINESS ADMINISTRATION

II MBA –I Sem

REGULATION R22



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Designation: Assistant Professor
Department: MBA

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MASTER OF BUSINESS ADMINISTRATION

QUESTION BANK

II MBA –I Semester

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KNOWLEDGE MANAGEMENT

Course Educational Objectives (CEO):

CEO 1: To provide a framework and clear language for knowledge management concepts.

CEO 2: To provide student the different knowledge types, classification of knowledge and explain how technology enables are addressed by knowledge management

CEO 3: To provide the student the knowledge creation process to business situations

CEO 4: To provide the student the knowledge management tools, technologies and infrastructure for business decisions.

CEO5: To provide the major roles and responsibilities in knowledge management implementation for organizational restructuring

UNIT – I: Introduction to Knowledge Management -Definition- Scope and Significance of Knowledge Management-The Basic Functions of Knowledge Management-Knowledge Dynamics-Principles of Knowledge Management.

UNIT – II: Essentials of Knowledge Management: Data- information- knowledge-Basic types of Knowledge-Knowledge Capital-classification of organizational Knowledge and Knowledge life cycle- organizational Knowledge processes-Technology Enablers

UNIT – III: Imperatives of the New Age: Market space vs. Marketplace – Links in Virtual Value Chain – Customer Relationship Management (CRM)

The Social Role of Knowledge

Knowledge Creation Process: Knowledge Sharing-Knowledge Capturing and Storage- Chief Knowledge Officer (CKO) -Knowledge Creation Cycle- Leveraging on Knowledge - Knowledge Models-Knowledge Mapping

UNIT – IV: Knowledge Management Tools: Personal Knowledge Management (PKM) Tools

Knowledge Technologies: Technology Components of Knowledge Management

Knowledge Management Infrastructure: Infrastructure-Access Technologies-Information Architecture

UNIT – V: Knowledge Management Implementation: Roadblocks to Success - implementation issues. **Futuristic Knowledge Management:** Knowledge Engineering-Hamiltonian Cycle-Queuing Theory **Organizational Restructuring:** Learning Organization, Peter Senge's Learning Organizations.

Course Outcomes: Course Outcomes		POs related to COs
CO1	To Know the role of knowledge management in attainment of financial objective, quality and process improvement and innovation	PO1,PO3,PO4, PO5,PO6
CO2	Understand the knowledge management models and technologies to business situations	PO1,PO4, PO3, PO4, PO5,PO6
CO3	Application of knowledge management plan to leverage opportunities to create, capture, represent, and share knowledge with in the organizations	PO1,PO2,PO3, PO5,PO6
CO4	Analyze the customer relationship management and the knowledge creation process	PO1,PO4,PO3, PO5,PO6
CO5	Propose the knowledge management implementation for futuristic knowledge management and for organizational restructuring.	PO1, PO3, PO4, PO5,PO6

TEXT BOOKS:

1. B. Rathan Reddy: Knowledge Management, Himalaya Publication, 2007.

REFERENCE BOOKS:

2. Donald Hislop: Knowledge Management in Organization , Oxford University Press, New Delhi, 2009

3. A THOTHATHRI RAMAN” Knowledge Management” EXCEL Books Publication, New Delhi, 2004

4. David E. McNabb” Knowledge Management in Public Sector” Prentice-Hall of India Private limited, New Delhi, 2007

5. Stuart Barnes: Knowledge Management System, Cengage learning, New Delhi, 2008

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QUESTION BANK

QUESTIO NUMBER	QUESTIONS	PO ATTAINMENT
UNIT - I		
PART – A TWO MARKS QUESTIONS		
1	Define Knowledge	PO1,PO3,PO4, PO5,PO6
2	Explain the meaning of knowledge management	PO1,PO3,PO4, PO5,PO6
3	Why Knowledge management is important	PO1,PO3,PO4, PO5,PO6
4	Explain the scope of knowledge management	PO1,PO3,PO4, PO5,PO6
5	Write about the significance of knowledge management	PO1,PO3,PO4, PO5,PO6
6	What do you meant by externalization	PO1,PO3,PO4, PO5,PO6
7	Define Intermediation	PO1,PO3,PO4, PO5,PO6
8	What is meant by cognition	PO1,PO3,PO4, PO5,PO6
9	Explain the functions of knowledge management	PO1,PO3,PO4, PO5,PO6
10	What do you mean by core competencies	PO1,PO3,PO4, PO5,PO6
11	Define knowledge dynamics	PO1,PO3,PO4, PO5,PO6
12	Explain various knowledge dynamics	PO1,PO3,PO4, PO5,PO6
13	How knowledge management helps employees in organization	PO1,PO3,PO4, PO5,PO6
14	Write about the principles of knowledge management	PO1,PO3,PO4, PO5,PO6
15	Explain the necessity of knowledge sharing	PO1,PO3,PO4, PO5,PO6
16	Define internalization	PO1,PO3,PO4, PO5,PO6
17	What do you meant by measurement of knowledge	PO1,PO3,PO4, PO5,PO6
18	How knowledge creates value to the organization	PO1,PO3,PO4, PO5,PO6
19	Why knowledge should be secured in organization	PO1,PO3,PO4, PO5,PO6
20	How knowledge management reduces employee turnover	PO1,PO3,PO4, PO5,PO6
PART – B TEN MARKS QUESTIONS		
1	Define knowledge management. Explain how to understand various aspects of knowledge management.	PO1,PO3,PO4, PO5,PO6
2	Explain the scope of knowledge management	PO1,PO3,PO4, PO5,PO6
3	Briefly write about the significance of knowledge management	PO1,PO3,PO4, PO5,PO6
4	Explain the functions performed by knowledge management	PO1,PO3,PO4, PO5,PO6
5	Elucidate knowledge dynamics and its impact on organization	PO1,PO3,PO4, PO5,PO6
6	State the principles of knowledge management	PO1,PO3,PO4, PO5,PO6
7	Illustrate why knowledge management is important to the	PO1,PO3,PO4, PO5,PO6

	organization	
8	Write about the basic functions of knowledge management	PO1,PO3,PO4, PO5,PO6
9	Write a short note on principle of knowledge management	PO1,PO3,PO4, PO5,PO6
10	Write a brief notes on scope and significance of knowledge management	PO1,PO3,PO4, PO5,PO6
UNIT - II		
PART – A TWO MARKS QUESTIONS		
1	Define data	PO1,PO4, PO3, PO4, PO5,PO6
2	What do you meant by information	PO1,PO4, PO3, PO4, PO5,PO6
3	Differentiate data and information	PO1,PO4, PO3, PO4, PO5,PO6
4	Explain data with examples	PO1,PO4, PO3, PO4, PO5,PO6
5	Explain information with examples	PO1,PO4, PO3, PO4, PO5,PO6
6	Define knowledge	PO1,PO4, PO3, PO4, PO5,PO6
7	What are the types of knowledge	PO1,PO4, PO3, PO4, PO5,PO6
8	Define explicit knowledge	PO1,PO4, PO3, PO4, PO5,PO6
9	Define implicit knowledge	PO1,PO4, PO3, PO4, PO5,PO6
10	What do you meant by collective knowledge	PO1,PO4, PO3, PO4, PO5,PO6
11	Explain knowledge capital	PO1,PO4, PO3, PO4, PO5,PO6
12	What are the stages of knowledge life cycle	PO1,PO4, PO3, PO4, PO5,PO6
13	Define knowledge creation	PO1,PO4, PO3, PO4, PO5,PO6
14	What do you meant by knowledge storage	PO1,PO4, PO3, PO4, PO5,PO6
15	Explain Knowledge sharing	PO1,PO4, PO3, PO4, PO5,PO6
16	What do you meant by knowledge distribution	PO1,PO4, PO3, PO4, PO5,PO6
17	Explain knowledge utilization	PO1,PO4, PO3, PO4, PO5,PO6
18	Define organizational knowledge	PO1,PO4, PO3, PO4, PO5,PO6
19	What are the objectives of knowledge management	PO1,PO4, PO3, PO4, PO5,PO6
20	Define technology enablers	PO1,PO4, PO3, PO4, PO5,PO6
PART – B TEN MARKS QUESTIONS		
1	Write about the essentials of knowledge management	PO1,PO4, PO3, PO4, PO5,PO6
2	Explain data, information and knowledge with proper examples	PO1,PO4, PO3, PO4, PO5,PO6
3	Elucidate different types of knowledge	PO1,PO4, PO3, PO4, PO5,PO6
4	Write about Tactic knowledge and Explicit knowledge	PO1,PO4, PO3, PO4, PO5,PO6

5	Briefly write about knowledge capital	PO1,PO4, PO5,PO6	PO3,	PO4,
6	Write a short notes on knowledge life cycle	PO1,PO4, PO5,PO6	PO3,	PO4,
7	Write about organizational knowledge process	PO1,PO4, PO5,PO6	PO3,	PO4,
8	Explain how technology enablers are important for an organization.	PO1,PO4, PO5,PO6	PO3,	PO4,
9	Write a short notes on types of knowledge and knowledge capital	PO1,PO4, PO5,PO6	PO3,	PO4,
UNIT – III				
PART – A TWO MARKS QUESTIONS				
1	Define market space	PO1,PO2,PO3, PO5,PO6		
2	Define market place	PO1,PO2,PO3, PO5,PO6		
3	Explain imperatives of the new age	PO1,PO2,PO3, PO5,PO6		
4	What do you meant by virtual value chain	PO1,PO2,PO3, PO5,PO6		
5	Explain customer relationship management	PO1,PO2,PO3, PO5,PO6		
6	Write about the Social role of knowledge	PO1,PO2,PO3, PO5,PO6		
7	What do you meant by knowledge sharing	PO1,PO2,PO3, PO5,PO6		
8	Explain knowledge creation process	PO1,PO2,PO3, PO5,PO6		
9	What do you meant by knowledge capturing	PO1,PO2,PO3, PO5,PO6		
10	Define knowledge storage	PO1,PO2,PO3, PO5,PO6		
11	Explain the functions of Chief knowledge officer	PO1,PO2,PO3, PO5,PO6		
12	Write about knowledge creation cycle	PO1,PO2,PO3, PO5,PO6		
13	Explain the functions of CRM	PO1,PO2,PO3, PO5,PO6		
14	What are various knowledge models	PO1,PO2,PO3, PO5,PO6		
15	Write about leveraging on knowledge	PO1,PO2,PO3, PO5,PO6		
16	What do you meant by knowledge mapping	PO1,PO2,PO3, PO5,PO6		
17	Explain the process of knowledge creation cycle	PO1,PO2,PO3, PO5,PO6		
18	Explain the process of knowledge storage	PO1,PO2,PO3, PO5,PO6		
19	Differentiate market space and market place	PO1,PO2,PO3, PO5,PO6		
20	Explain how to capture store knowledge effectively	PO1,PO2,PO3, PO5,PO6		
PART – B TEN MARKS QUESTIONS				
1	Elucidate the imperatives of the new age in Knowledge	PO1,PO2,PO3, PO5,PO6		
2	Write a short notes on Market space Vs Market Place	PO1,PO2,PO3, PO5,PO6		
3	Briefly write about links in Virtual Value Chain	PO1,PO2,PO3, PO5,PO6		
4	Write about customer relationship management	PO1,PO2,PO3, PO5,PO6		
5	Explain the social role of knowledge	PO1,PO2,PO3, PO5,PO6		
6	Briefly explain knowledge creation process	PO1,PO2,PO3, PO5,PO6		
7	Write about knowledge creation cycle	PO1,PO2,PO3, PO5,PO6		
8	Write a short notes on Chief knowledge officer and Leveraging on knowledge	PO1,PO2,PO3, PO5,PO6		
9	Explain various knowledge models	PO1,PO2,PO3, PO5,PO6		

10	Write about knowledge mapping	PO1,PO2,PO3, PO5,PO6
UNIT - IV		
PART – A TWO MARKS QUESTIONS		
1	What do you meant by knowledge management tools?	PO1,PO4,PO3, PO5,PO6
2	Explain the types of knowledge management tools?	PO1,PO4,PO3, PO5,PO6
3	What are the essentials of knowledge management tools	PO1,PO4,PO3, PO5,PO6
4	What do you meant by content repository	PO1,PO4,PO3, PO5,PO6
5	Define knowledge search	PO1,PO4,PO3, PO5,PO6
6	What do you meant by communication tool	PO1,PO4,PO3, PO5,PO6
7	What do you meant by knowledge management technology.	PO1,PO4,PO3, PO5,PO6
8	Define artificial intelligence	PO1,PO4,PO3, PO5,PO6
9	What re the technological components of knowledge management.	PO1,PO4,PO3, PO5,PO6
10	What do you meant by Intranet	PO1,PO4,PO3, PO5,PO6
11	Explain knowledge management infrastructure	PO1,PO4,PO3, PO5,PO6
12	What do you meant by Organization Culture	PO1,PO4,PO3, PO5,PO6
13	What do you meant by Organization Structure	PO1,PO4,PO3, PO5,PO6
14	What do you meant by Decentralization	PO1,PO4,PO3, PO5,PO6
15	What do you meant by Information Technology Infrastructure	PO1,PO4,PO3, PO5,PO6
16	Write about Hierarchical Structure	PO1,PO4,PO3, PO5,PO6
17	Write about Matrix Structures	PO1,PO4,PO3, PO5,PO6
18	List any two knowledge management tools	PO1,PO4,PO3, PO5,PO6
19	Write about Wiki software	PO1,PO4,PO3, PO5,PO6
20	What do you meant by Social software	PO1,PO4,PO3, PO5,PO6
PART – B TEN MARKS QUESTIONS		
1	Write a brief note on Requirement of Knowledge Management Tools	PO1,PO4,PO3, PO5,PO6
2	Briefly explain the essentials of knowledge management tools	PO1,PO4,PO3, PO5,PO6
3	Write a brief note on personal Knowledge Management Tools	PO1,PO4,PO3, PO5,PO6
4	Explain the importance of knowledge technologies.	PO1,PO4,PO3, PO5,PO6
5	Elucidate technological components of knowledge management	PO1,PO4,PO3, PO5,PO6
6	Write a brief note on knowledge management infrastructure	PO1,PO4,PO3, PO5,PO6
7	Write about components of KM Infrastructure.	PO1,PO4,PO3, PO5,PO6
8	Write about the elements of technology knowledge management	PO1,PO4,PO3, PO5,PO6
9	Explain the requirements and essentials of Knowledge Management Tools	PO1,PO4,PO3, PO5,PO6
10	Explain how knowledge management infrastructure impacts the organization.	PO1,PO4,PO3, PO5,PO6
UNIT - V		
PART – A TWO MARKS QUESTIONS		

1	Define Knowledge Management implementation	PO1, PO3, PO4, PO5,PO6
2	How do you implement Knowledge Management implementation	PO1, PO3, PO4, PO5,PO6
3	How can Knowledge Management system be improved	PO1, PO3, PO4, PO5,PO6
4	How is Knowledge Management used	PO1, PO3, PO4, PO5,PO6
5	Explain the power of Knowledge Management	PO1, PO3, PO4, PO5,PO6
6	What are the road blocks for Knowledge Management implementation	PO1, PO3, PO4, PO5,PO6
7	Explain Knowledge Management implementation issues	PO1, PO3, PO4, PO5,PO6
8	Write about futuristic Knowledge Management	PO1, PO3, PO4, PO5,PO6
9	Define knowledge engineering	PO1, PO3, PO4, PO5,PO6
10	Write about Hamiltonian cycle	PO1, PO3, PO4, PO5,PO6
11	Explain Queuing theory	PO1, PO3, PO4, PO5,PO6
12	Write the benefits of Queuing theory	PO1, PO3, PO4, PO5,PO6
13	Define organizational restructuring	PO1, PO3, PO4, PO5,PO6
14	Define Learning organisation	PO1, PO3, PO4, PO5,PO6
PART – B TEN MARKS QUESTIONS		
1	Write about Knowledge Management implementation	PO1, PO3, PO4, PO5,PO6
2	Explain the roadblocks for Knowledge Management implementation	PO1, PO3, PO4, PO5,PO6
3	Elucidate Knowledge Management implementation issues	PO1, PO3, PO4, PO5,PO6
4	Write about Hamiltonian cycle and its process	PO1, PO3, PO4, PO5,PO6
5	Explain Queuing theory and types of Queues.	PO1, PO3, PO4, PO5,PO6
6	Write about knowledge engineering.	PO1, PO3, PO4, PO5,PO6
7	Define organizational restructuring and explain the reasons for organizational restructuring	PO1, PO3, PO4, PO5,PO6
8	Write about Learning organization and explain Peter Senge's Learning organization	PO1, PO3, PO4, PO5,PO6
9	Write a brief note on Hamiltonian cycle and Queuing theory	PO1, PO3, PO4, PO5,PO6
10	Explain the roadblocks to success and implementation issues of knowledge management.	PO1, PO3, PO4, PO5,PO6