PRESIDENCY UNIVERSITY
BENGALURU   **SET A**

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester V - 2021   **Date :** 09-JAN-2024
Course Code : BBA3016   **Time :** 1:00 PM - 4:00 PM
Course Name : Knowledge Management   **Max Marks :** 100
Program : BBA   **Weightage :** 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   **5 X 2M = 10M**

1. What is the primary goal of Knowledge Discovery System?

   (CO3) [Knowledge]

2. Name two benefits of conducting a knowledge audit.

   (CO4) [Knowledge]

3. What is Learning Management System?

   (CO4) [Knowledge]

4. List two dimensions of Knowledge Management.

   (CO1) [Knowledge]

5. What is ERE Knowledge?

   (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **5 X 10M = 50M**

6. Explain how an organization can use knowledge from a KMS to improve overall performance.

   (CO3) [Comprehension]

7. Differentiate between monetary and non-monetary incentives in the context of Knowledge Management.

(CO3) [Comprehension]

8. Analyze the role of KMS in promoting a knowledge-driven culture and its long-term impact on organizational success.

(CO3) [Comprehension]

9. In what ways do the roles and responsibilities of a Knowledge Manager contribute to fostering a culture of continuous learning and knowledge-sharing among employees in an organization?

(CO4) [Comprehension]

10. How can technology integration and user-friendly interfaces be leveraged as best practices in Knowledge Management, ensuring widespread adoption and accessibility of knowledge assets across diverse teams and departments?

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   2 X 20M = 40M

11. Case Study: Google's Strategic Use of Knowledge Management Metrics
Google, a global technology leader, navigates the challenges of a dynamic industry by implementing Knowledge Management (KM) metrics to enhance internal knowledge sharing and innovation.
Facing potential knowledge silos and the need for systematic collaboration, Google sought to optimize its collective intelligence for sustained innovation.
Google introduced KM metrics focusing on knowledge accessibility, collaboration effectiveness, and innovation impact. These metrics aimed to quantify the success of internal knowledge-sharing systems.
Strategic measurement of KM metrics yielded substantial improvements. Knowledge accessibility increased by 25%, fostering efficiency and reducing redundancy. Collaboration effectiveness saw a 30% uplift, enhancing teamwork and project outcomes. The impact on innovation was evident with a 20% increase in groundbreaking projects.
Surveys reflected a positive cultural shift, with employees expressing higher satisfaction, a sense of collaboration, and increased motivation to contribute innovative ideas.
Google's commitment to KM metrics ensures adaptability to evolving organizational goals, fostering continuous improvement and maintaining its position as an industry innovator.
Google's use of KM metrics showcases a data-driven approach that transforms internal knowledge sharing. This case study underscores how strategic metrics contribute not only to operational efficiency but also to sustained innovation, reinforcing Google's global impact in the competitive technology landscape.

i) How did Google identify the need for strategic Knowledge Management (KM) metrics to address challenges in knowledge sharing and innovation?
ii) How have Google's strategic KM metrics contributed to its position as an industry leader in technology and innovation on a global scale?

(CO4) [Application]

12. ChatGPT, developed by OpenAI, represents a pivotal moment in technological innovation, akin to milestones like the internet or airplanes. This revolutionary AI chatbot, powered by natural language processing (NLP) and machine learning (ML), is poised to reshape human-technology interactions across various sectors.

ChatGPT stands out with its advanced capabilities, including context comprehension, sentiment analysis, and topic detection. Unlike traditional bots, it responds more accurately, reducing errors and enhancing user experiences. It offers applications in customer service, education, entertainment, finance, healthcare, and beyond.

With the ability to understand complex questions and provide efficient information retrieval, ChatGPT offers a leap forward in various industries. It is easily customizable, allowing developers flexibility in creating applications that leverage its powerful capabilities.

In education, it facilitates quick query resolution for students. In healthcare, it aids doctors in faster diagnosis and tailored treatment plans. Finance companies benefit from real-time data analysis, and virtual assistants powered by ChatGPT enhance content discovery in the entertainment sector.

GPT-enabled chatbots streamline tasks, allowing employees to work more efficiently. The open-source nature of ChatGPT offers endless possibilities for customization, paving the way for responsible and beneficial integration into various facets of society.

ChatGPT presents opportunities to improve lives across sectors, demonstrating how advanced technologies can enhance our quality of life and contribute to societal progress. Responsible usage remains crucial for maximizing the benefits of this transformative AI toolset.

i) How does ChatGPT differ from traditional bots, and what key capabilities contribute to its advanced performance in terms of user interactions?

ii) In what ways does ChatGPT's open-source nature offer flexibility for developers, and how can responsible usage of this technology contribute to its successful integration into various sectors of society?

(CO4) [Application]