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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Date**: 09/08/2024

**Time**: 01.00pm to 04.00pm

**Max Marks**: 100

**Weightage**: 50%

**Winter Semester**: 2023 - 24

**Course Code**: BBA3016

**Course Name**: KNOWLEDGE MANAGEMENT

**Program & Sem**: BBA /6th

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define Knowledge Management (KM) and explain its importance in modern organizations. (C.O.1) [Knowledge]
2. Identify two barriers to knowledge transfer and suggest ways to overcome them. (C.O.1) [Knowledge]
3. Describe the role of communities of practice in Knowledge Management. (C.O.2) [Comprehension]
4. Define a Knowledge Management System (KMS) and mention its key components. (C.O.3) [Knowledge]
5. Explain the concept of a Knowledge Audit. (C.O.4) [Comprehension]
6. Describe the significance of Knowledge Application at the individual level. (C.O.3) [Comprehension]
7. Identify two tools used in Knowledge Management and briefly explain their functions. (C.O.2) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

1. Discuss the history and evolution of Knowledge Management. (C.O.1) [Comprehension]
2. Compare and contrast the mechanics of Knowledge Management tools and technologies. Provide examples to illustrate your points. (C.O.2) [Comprehension]
3. Explain the components of a Knowledge Management System and discuss its application in an organization. (C.O.3) [Comprehension]
4. Describe the process and significance of conducting a GAP Analysis in Knowledge Management. (C.O.4) [Comprehension]
5. Explain how Knowledge Management can impact productivity at the group level within an organization. (C.O.3) [Comprehension]
6. Discuss the roles and responsibilities of a Knowledge Management Team. (C.O.4) [Comprehension]
7. Explain Roger’s theory of diffusion of innovations and its relevance in Knowledge Management. (C.O.4) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. A large multinational corporation is seeking to improve its knowledge transfer processes to enhance overall efficiency.  
Question: Illustrate how the company can implement effective Knowledge Management strategies to overcome barriers to knowledge transfer. Provide specific examples of techniques and tools that can be used. (C.O.1) [Application]

16. A tech startup is looking to establish a robust Knowledge Management System (KMS) to boost innovation and productivity.  
Question: Describe the steps the startup should take to develop and implement a KMS. Include a discussion on the tools and techniques that can be used and the expected advantages of the system. (C.O.3) [Application]

17. A manufacturing company wants to adopt best practices in Knowledge Management to maintain a competitive edge.  
Question: Explain how the company can use strategic Knowledge Management practices, such as conducting knowledge audits and using KM metrics, to achieve its goals. Discuss the role of leadership and the use of monetary and non-monetary incentives to support these practices. (C.O.4) [Application]