



PG – 017

IV Semester M.B.A. Examination, June 2011
(2007-08 Scheme)

Management

Paper – H-5 : KNOWLEDGE MANAGEMENT AND LEARNING
ORGANISATION

Time : 3 Hours

Max. Marks : 75

*Instruction : Read the instruction and answer **all** the questions.*

SECTION – A

1. Answer **any six** sub-questions. **Each** sub question carries **two** marks. (6×2=12)
- What do you mean by convergent thinking ?
 - State the differences between knowledge and information.
 - What is brain storming ?
 - What do you mean by creativity ?
 - Define knowledge management system.
 - Compare Tacit and Explicit knowledge.
 - List out the challenges of knowledge management system.
 - What is virtual organisation ? Give one example.
 - Explain KPO.

SECTION – B

Answer **any three** from the following. **Each** question carries **eight** marks. (3×8=24)

- Explain different phases of learning.
- Describe the role of Information Technology in knowledge management.
- Briefly explain the techniques of creativity.
- Enumerate the importance of knowledge management in present scenario.
- Write an explanatory note on Rich Peter Singhe's principles of learning organisation.

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SECTION – C

Answer **any two** from the following. Each question carries **twelve** marks. (2×12=24)

- . Explain the role of information technology in emerging learning organisation.
- . Discuss different techniques, methods and approaches used in learning organisation.
- . “Learning implies unlearning” in light of this statement, explain how to build a learning organisation.

SECTION – D

- . Case study (**compulsory**) : (1×15=15)

Read the case given below and answer the questions given at the end of the case.

Unit 1989, Apple Japan, the Japanese arm of the multinational Apple Computing corporation, held only 1 per cent of the country’s personal computer market. The appointment of new company president marked the beginning of an era – he started the drive to increase Apple’s presence in the market and accelerated change. The company was to achieve annual sales of \$ 1 billion by the end of 1995.

In order to meet the future challenges, the Apple Corporation approached the management consultant firm, Arthur D. Little, who has built up a wealth of experience in information technology and company restructuring. Apple Japan requested a sweeping plan to penetrate the market and increase efficiency within the company.

In order to do this, they planned to reposition the brand, expand the range of distributors, improve customer management and introduce the concept of the learning organisation into the work place.

Questions :

- 1) State the steps in implementing learning organisation techniques.
 - 2) Explain the techniques of creativity in repositioning the brand.
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