



IV Semester M.B.A. (Day) Degree Examination, June/July 2013

(2007-08 Scheme)

MANAGEMENT

H – 5 : Knowledge Management and Learning Organisation

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** question carries 2 marks. **(6x2=12)**

1. a) What is Knowledge climate ?
- b) What do you mean by Explicit Knowledge ?
- c) What is a Leveraged Organisation ?
- d) Define Brainstorming.
- e) What is Adaptive learning ?
- f) What do you mean by Virtual organisations ?
- g) What is Convergent thinking ?
- h) Define Creativity.

SECTION – B

Answer **any three** questions. **Each** question carries 8 marks. **(3x8=24)**

2. Determine the corporate culture that fosters learning ability in organisation.
3. Explain the models of creative problem solving.
4. What are different phases of learning ? How do you build learning organisation ?
5. Explain with examples the role of information technology in knowledge management.
6. Bring out the value of knowledge drivers in human asset valuation.

P.T.O.



SECTION – C

Answer **any two** questions. Each question carries 12 marks. (2×12=24)

7. Outline the ability and role in facilitating the capture, spread and creation of new tacit knowledge. What are the obstacles in implementation ?
8. 'Organisations today have some options under their reckoning for the moment but the principles remain the same.' Comment.
9. Elaborate the issues, challenges and benefits of knowledge management system.

SECTION – D

(Compulsory) (1×15=15)

10. Crossholding share from one to another even into competitor territory is real and will happen. Buying out competitor customer will become an additional step in volatile competitive scenario. CEO of Sun Microsystems alleges that Microsoft is buying pieces out of all of Sun's Customers – AT and T, Nextel, Roadrunner, Cable Modern Service, Quest, Comcast, Canada's Roger Cables. In addition Microsoft has made several dozen telecom and cable investments over the past several years.

IBM and Sieman's work on producing a sixteen mega byte chips for France. Daimler Benz executives Talk to Mitsubishi for joint venture and Ford complete joint production with Nissan while owning one quarter of Mazda. It can be alarming complex when NEC and IBM both own equity stakes in Bell, the French computer company which owns majority of Honeywell, and Honeywell is in alliance with IBM. Analyse the importance of creating new leading organisation with their implication on production and competition position.