

Enrollment No./Seat No.:

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED - SEMESTER - VII EXAMINATION - SUMMER 2025**

**Subject Code: 2577163**

**Date: 20-05-2025**

**Subject Name: Knowledge Management**

**Time:02:30 PM TO 05:30 PM**

**Total Marks: 70**

**Instructions**

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	<b>Marks</b>
<b>Q.1 (a)</b> Differentiate between Knowledge and Information. Why according to you, is it important to create, capture and disseminate knowledge for business growth? Justify.	<b>07</b>
<b>(b)</b> Why do companies need to apply a proper Knowledge Management Process? Explain giving examples?	<b>07</b>
<b>Q.2 (a)</b> Discuss the issues and challenges to Knowledge Management being effective in organisations.. Give suitable examples.	<b>07</b>
<b>(b)</b> Discuss the various sources of Knowledge and how the organization can get benefit from them. Give suitable examples.	<b>07</b>
<b>OR</b>	
<b>(b)</b> Should Knowledge Management be essentially aligned with Business Strategy? Justify your answer .	<b>07</b>
<b>Q.3 (a)</b> There are different types of knowledge that is useful for the growth of organisations. Discuss various types of Knowledge and give organisational examples of each .	<b>07</b>
<b>(b)</b> Discuss the forces driving Knowledge Management. Give suitable examples for each.	<b>07</b>
<b>OR</b>	
<b>(a)</b> Strategy Management essentially talks of integration among various organisational functions. Take an example of any one Business objective and discuss how an integrative orientation to knowledge is essential to achieve that given objective.	<b>07</b>
<b>(b)</b> Discuss business situations where internal sources of knowledge can be effective and business situations where external sources of knowledge can be more effective. Knowledge once gained, should always be preserved. Discuss how would you recommend preservation of the knowledge so gained.	<b>07</b>
<b>Q.4 (a)</b> Discuss the various Knowledge management mechanisms adopted by organisations. Discuss why such knowledge needs to be preserved and what can be their preservation methods.	<b>07</b>
<b>(b)</b> What do you understand by Knowledge management Infrastructure? Discuss the role of Knowledge Management Infrastructure by giving suitable examples.	<b>07</b>

**OR**

- (a) Discuss the role of "Organisational Culture" as one of the many important Knowledge Management Infrastructures required in effective organisations. Give suitable examples. 07
- (b) Discuss the role/use of Technology as an import tool / medium for creating, preserving and disseminating existing / new knowledge for organisational advantage. 07
- Q.5** (a) List the key steps of the Knowledge Management Process. Choose any two of them and explain in details how they can lead to creation of a learning organisation. Give suitable examples for each. 07
- (b) Discuss the key characteristics of knowledge which contribute to making knowledge management a dynamic and complex process. Briefly describe each one of them. 07

**OR**

- (a) Knowledge Management Architecture consists of many layers. List them all and elaborate any two of them explaining their role on the knowledge management process. 07
- (b) Discuss briefly the four critical phases in the road map for implementation of knowledge Management in any organisation. Give examples to every phase. 07

\*\*\*