

**Code No: 13MBA2016****ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)****II MBA III Semester Regular/Suppl. Examinations, November – 2015  
KNOWLEDGE MANAGEMENT****Time: 3 Hours****Max. Marks: 60****Answer any FIVE questions  
All questions carry equal marks  
Question No.8 is Compulsory.**

1. What is knowledge management? Explain the scope and significance of Knowledge Management?
2. Why knowledge Management is essential? What are the drivers of Knowledge management?
3. What are seven layers of Knowledge management? Explain in detail?
4. What is knowledge Management system? Explain the tools used for Knowledge indexing and processing?
5. Explain the following
  - Supplychain Management
  - Customer Relationship Management
  - BPR
  - E-Commerce
6. Explain the role of IT in Knowledge Management Systems?
7. Discuss in detail on how to build competitive advantage through training and development?

**8. CASE STUDY:**

The Executive Office of Health and Human Services is the Common wealth of Massachusetts' largest secretarial, consisting of 15 agencies and a budget of roughly \$9 billion. EOHHS acts as the policy and steering arm to department covering functions as diverse as children, benefits and public health. Sharing information does not necessarily come easily in government. So a joint technology Knowledge Management initiative was designed to centrally coordinate state health and human services information to share it among multiple agencies and use it to provide better care across the state.

The results were surprising and immediate. By identifying those responsible and organizing better targeted and more closely coordinated actions, the problems were resolved.

**Question:**

- i) Discuss how knowledge Management helps in implementation of strategy in this situation.