Code: 13MBA2016
ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
II MBA III Semester Regular / Supplementary Examinations, November-2016
KNOWLEDGE MANAGEMENT

Time: 3 Hours   Max Marks: 60

Answer any Five Questions
All questions carry EQUAL marks
Question No: 8 is compulsory

1. Describe various approaches of knowledge management.

2. What is organizational knowledge? Explain the types of knowledge available in an organization.

3. Examine the role of knowledge as a tool for educational sector for knowledge management.

4. Discuss the role of Total Quality Management in managing organizational knowledge.

5. Write short notes on the following :
   a. Tacit knowledge
   b. Knowledge indexing
   c. BPR
   d. NLP

6. Discuss the practices in managing knowledge workers.

7. Describe the role of IT in knowledge management systems.

8. CASE STUDY: Georgia Mills and its Growth.

   Georgia Mills has been a long-standing client of Mountain Media. They first approached us for help with their search engine rankings, however, we quickly identified a whole host of issues that needed to be addressed in order to improve their online business including poor search engine visibility, unprofessional graphic design, a sub-standard eCommerce feature set and hosting issues.

   The tipping point came when their site was down for over a week and were not happy with the service they were receiving. Evidently, the recent upgrade to the next level of their current Miva Merchant shopping cart didn't go as smoothly as they would have liked. The hosting company they were using was not familiar with how to run the update and Miva was not in the hosting business. Because each company was only handling a portion of Georgia Mills' needs, neither vendor took the responsibility to address the issues and instead chose to point fingers. This, of course was very frustrating and costly for Georgia Mills.

   a. What are the elements for successful e-commerce for Georgia Mills?
   b. How did Mountain Media help Georgia Mills grow?

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