

Subject Code: MB933

MBA III Semester [R09] Regular Examinations, November 2010

Knowledge Management

Time: 3 Hours

Max Marks: 60

Answer any FIVE questions All questions carry EQUAL marks,

Question No:8 is compulsory (Case study)

1. Write your answer critically, in the light of this statement “In today’s dynamic business environment only knowledge driven organizations can sustain.
2. Define 7(seven) layer of knowledge management and explain the knowledge mix.
3. How to safe guard organization’s knowledge what are the effective steps need to be take to halt knowledge immigration.
4. Explain about knowledge system, how it works present with diagram.
5. Illustrate the RICE model of knowledge management
6. What are the uniqueness of a Learning Organization how they manage market competitions.
7. Who is a Talented person in organization describe the characteristics of a talent person.
8. case Study: Read the situation described below : Analyze it and answer the given questions:-

Mr. Ajay, Vijay and Dilip were three friends , each of them have different exposure and study background adequate working experience in their respective fields and admired for their working abilities;

Ajay: who is a computer engineer passed out from country’s best and prestigious engineering college after that worked in India and also in abroad that comes to total 12 years of experience by virtue of his performance occupied a top level management position in one of U.S I.T firms.

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Vijay: He passed out his MBA from country's best management institute and joined to an MNC and served for over 10 year within

this short span of time he had held several key position and performed well in every assignment upon his achievements company had elevated to him for the top level management job at that position he has introduced many new method of work and policies which are yielded good results,

Dilip; graduated in law from one of the country's best law college joined as a legal advisor to one of MNC in India his work was highly praised considered as a key person of the company involves him major decision making process.

All these friends had an opportunity to met on one occasion there they decided to start their own business by equal contribution thus they established a business firm at Bangalore , engaged in Software development and also in BPO services , Knowledge Processing Consultancy and business solutions.

The company had done well business grown exceptionally well in every year by achieving growth rate @ 20% a year in terms of (market base, client base capital base employee strength) in all sphere. After successfully operation of 9 years some differences have been developed among the partners and take to its worse finally Mr. Ajay who decided to quite the organization as partner voluntarily without disputing for anything like share in goodwill etc one time full settlement and want to go back to U.S. As this news spread in the business circles as Mr. Ajay's quitting, client started apprehended that the organization life comes to an end. A lot of quarry started pouring in this connection even some client express fear their investment some clients withdrawn their projects, The main reason for all this chaos was that how company replace a person like Ajay main contentious issue such a major departure of knowledge from organization, not the ability of other two partners .

Question : What step Vijay and Dilip should take to instill confidence in clients. At this point of time and suggest what would be better for them to appoint an Executive/ partner of same caliber .