**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SIXTH TRIMESTER (Batch 2019 - 21)**

**END TERM EXAMINATION, MAY-2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Knowledge Management** | Course Code | **IT602** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Questions.1 “**It is said that Knowledge Management Systems(KMS) are becoming backbone of the organizations”. Justify your answer with the help of some real cases. **(10)**

**Questions.2** Use the given retail store transactional data (output) to explain concept of data, information, knowledge. What are the inferences that can be derived from the following output for generating knowledge and decisions for the organization? **(10)**

**Output : Association Rule**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| List of Rules |  |  |  |  |  |
|  | **Row ID** | **Confidence %** | **Antecedent (A)** | **Consequent (C)** | **Support for A** | **Support for C** | **Support for A & C** |
|  | 1 | 100 | Brushes | Nail Polish | 149 | 280 | 149 |
|  | 2 | 92.85714286 | Blush & Eye shadow | Mascara | 182 | 357 | 169 |
|  | 3 | 90.83969466 | Nail Polish & Eye shadow | Mascara | 131 | 357 | 119 |
|  | 4 | 95.96774194 | Blush & Concealer & Eye shadow | Mascara | 124 | 357 | 119 |
|  | 5 | 90.83969466 | Blush & Concealer & Mascara | Eye shadow | 131 | 381 | 119 |
|  | 6 | 76.02739726 | Eye shadow & Foundation & Lip Gloss | Mascara | 146 | 357 | 111 |

**Questions.3** With the help of a suitable example explain how knowledge management practices can be impelmeneted in an organization? **(10)**

**Questions.4** Mr. Rama Reddy CEO of MedPalm a pharmaceutical research organization located in Malanpur, Gwalior, M.P, India wants to implement Knowledge Management System (KMS) in his Organization. Currently the organization uses conventional method of data storage (file and cabinet system). You are appointed to implement KMS in the organization. Discuss what framework you will develop for successfully implementing KMS in the organization. What KM metrics you will use for evaluating the performance of KMS. Also, discuss what advantages MedPalm will get after successfully implementing Knowledge Management System? **(10 M)**