**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM EXAMINATION, MAY-2021**

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

**Questions.1** With the help of a suitable example explain how knowledge management practices can be impelmeneted in an organization?  **(10)**

**Questions.2** In your clothing retail organization your newly appointed Chief Knowledge Officer (CKO) MR Basu asked few questions related to KMS implementation in your organization, You are required to answer below questions in bullted points.

What existing processes need to be modified to incorporate KM activities?

What new processes need to be created?

What integration of tools and systems will be required?  **(10)**

**Questions.3** Recently you have been appointed as Chief Knowledge Officer (CKO) of a manufacturing organization. After taking the position of CKO, the first job given to you is to propose KM metrics and auditing tool for evaluating performance of Knowledge Management System (KMS) in your organization. List down various KM metrics and auditing tool that you will propose for evaluating KMS. **(10)**

**Questions.4** Evaluate the following case and on the basis of the case elaborate what are the various technology factors for the success of KM project in an organization

**Technology Disconnect**

In evaluating the ability of technology to enable or amplify an existing or nascent KM initiative, it’s easy to lose sight of the underlying premise of Knowledge Management. As defined in Knowledge Management is a deliberate, systematic business optimization strategy that selects, distills, stores, organizes, packages, and communicates information essential to the business of a company in a manner that improves employee performance and corporate competitiveness.

However, it’s possible to technology-enable a process that performs superbly at improving employee performance, for example, but doesn’t improve the bottom line. In other words, it’s

possible to have a disconnect between what is viewed as sharing, communications, and Knowledge Management, and the business of making money.

For example, Xerox’s Palo Alto Research Center (PARC), the advanced R&D center created by Xerox in 1970, has a reputation for excellent R&D, work environment, sharing, and Knowledge

Management—but no business sense. As in many companies with innovative R&D divisions, PARC traditionally has failed to fully capitalize on its innovations, leaving other companies to reap the business rewards for its work.

One lesson that can be learned from the PARC experience is that management shouldn’t limit its activities to enabling communities of practice, virtual collaborations, and other KM activities. It must ensure that the information and innovations developed in these groups don’t stay within the confines of R&D but are communicated to those who can take innovations and successfully bring them to market.