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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

Fourth Semester –Master of Business Administration (MBA)

Semester End Examination; June/July - 2015

Organizational Learning and Knowledge Management

Time: 3 hrs

Max. Marks: 100

Note: Answer FOUR full questions from PART – A and PART – B (Case Study) is compulsory.

PART – A

- 1 a. What is Organizational Learning? In brief explain significance of organizational learning. 10
- b. Peter Senge explains the five disciplines as central to a learning organization. List and explain them. 10

OR

- 2 a. In brief, write a note on organizational subsystem. 10
- b. What do mean by term “paradigm shift”? Explain its characteristics. 10
- 3 a. What is Knowledge Management? Explain its drivers. 10
- b. Discuss the myths about knowledge management that could adversely affect its effective implementation. 10

OR

- 4 a. Discuss Nonaka’s Model of knowledge creation and transformation. 10
- b. Explain in brief various knowledge management capture techniques. 10
- 5 a. Explain the knowledge management life cycle with a net diagram. 10
- b. Briefly explain the role of : 10
- i) Ergonomics ii) CKO

OR

- 6 a. How does interview as a tool act a catalyst to knowledge capture? 10
- b. What are advantages and disadvantages of using single or multiple experts, while capturing the tacit knowledge? 10
7. Distinguish between Them: 20
- i) Information and knowledge
- ii) Learning by example and Learning by common sense.
- iii) Knowledge portal and Information Portal.
- iv) Tacit knowledge and Explicit knowledge.

OR

8. Write short notes on:

i) Types of knowledge

ii) Artificial intelligence

iii) Knowledge mapping

iv) Delphi Method

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PART – B

9. **Compulsory: Test your understanding:**

i) In your own words, describe implications that a knowledge management system has on an industry of your type.

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ii) People do not think in the same way as machines, because they are “biological.” Do you agree? Explain.

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