

The runner-up however was a shock to everyone. Trish had been with the company only a few months, had no previous experience, with copiers and did not even have the software on her machine.

Yet her 600 points doubled the score of the third place winner. Her secret was she sat right across from Carlos. She overheard him as he talked and she persuaded him to show her the inner workings of the copiers during the lunch breaks. She asked other colleagues for tips too.

Questions :

- (a) What is the reason for the success of Trish?
- (b) Is really the knowledge sharing the secret of Trish success or both technology and subject matter are also necessary?

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M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Third Semester

Human Resource Management

KNOWLEDGE MANAGEMENT

(2012 – 13 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is mean by Knowledge Management and explain the Characteristics of knowledge management?
2. Explain the types of knowledge Management.
3. Explain the Concept of Intellectual Capital.
4. Explain the Performance Appraisal process in Knowledge Management.
5. Discuss about Retention management.
6. Write short note on : Balance score card method.

7. What are the sources support to create the Knowledge Expertise?

8. What are the Benefits and limitation of Benchmarking?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the new roles of HR manager in the emerging KBO?

10. Explain the dimensions of Human Resource Management in KBOs? Discuss in detail.

11. Briefly explain the knowledge and role related issues. – Explain.

12. Explain the technology push for knowledge management.

13. Briefly explain the application of Knowledge management in organization.

14. Explain briefly about human resource information system.

15. Critically evaluate the Knowledge Discovery.

16. What are the technologies used in managing knowledge?

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PART C — (1 × 20 = 20 marks)

17. Compulsory Question :

Case Study

It is, of course, not enough to create rich environments where people can share. Xerox provides lot of these environments: online knowledge universe with a catalog of best practices, chat rooms for CoPs, a company Yellow Pages, and a section of the public website,

Knowledge Street, which is devoted to promote knowledge sharing. Also required are good ideas, leadership and motivated people. A few years ago, Jack Whalen, a sociologist, spent some time in Xerox customer service call centre outside Dallas studying how people used Eureka.

The trouble was that the employees were not using it. Management therefore decided workers needed an incentive to change. To this end, they held a contest in which workers could win points (convertible into cash) each time they solves a customer problem, by what ever means. The winner was an eight year veteran named Carlos, who had more than 900 points. Carlos really knew his stuff and everyone else knew this too. Carlos never used the software.

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