

**MBA(D) 4th Semester Examination, June – 2019 (DDE)**

**[Session : July 2017–June 2019]**

**Subject : Knowledge Management and Business Excellence**

**Paper : MBD-402**

**Time: 3 Hours**

**Full Marks: 80**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

*Answer any five questions.*

1. (a) What do you understand by Knowledge Management (KM)? Briefly discuss the various uses of Knowledge Management?  
(b) Explain the relationship between:
  - (i) KM and Knowledge Relation
  - (ii) KM and Core Competencies10+(3×2)=16
2. (a) What is post-industrial society? What are the characteristics of post-industrial society?  
(b) Illustrate the Zack Knowledge Management Model. 8+8=16
3. (a) What is knowledge transfer? Explain the different approaches in knowledge transfer.  
(b) What is organizational culture? What impact does organizational culture have on Knowledge Management? Explain. 8+8=16
4. (a) What do you understand by knowledge-intensive firm? Explain the knowledge-based view of the firm.  
(b) Who are knowledge workers? Briefly discuss the characteristics of knowledge workers. 6+10=16
5. (a) Explain the Nonaka and Takeuchi Model of Knowledge Management.  
(b) Define 'Business Excellence (BE)'. List out the business excellence principles.  
(c) What are the benefits of business excellence for small and medium enterprises? 6+5+5=16
6. (a) Define the tools used in business performance measures.  
(b) Narrate the important methods for off-the-job training. 6+10=16

7. (a) What is creative thinking? Describe the techniques of creative thinking.

(b) Explain the types of innovation.

10+6=16

8. Write short notes on *any two*:

8×2=16

(a) Types of benchmarking

(b) The SECI Model on knowledge creation

(c) Internet of Things (IOT)

(d) Business Process Redesign

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