

Indian Statistical Institute
Documentation Research and Training Center

MS in Library and Information Science
Mid-semester Exam (IV Semester) (2016-2018)

Paper – 19 : KNOWLEDGE MANAGEMENT

Date: 27.02.2018

Max Marks: 40
Time: 90 minutes

This paper has 2 sections: **Section 1: 20 marks**
5 Objective questions of 4 marks each: **Section 2: 20 marks**
Case studies explained. 4 questions of 5 marks each to be answered

Section 1:

Tick the most appropriate answer:

1. Knowledge assets means:
 - a. Knowledge regarding markets, products, technologies and organizations that a business owns or needs to own
 - b. Generally provides answers to the "How" questions
 - c. Need not always be documented
 - d. All of the above
 - e. None of the above

2. Organizational learning means:
 - a. Processed data which helps in decision making
 - b. The capacity or processes within an organization to maintain or improve performance based on experience
 - c. Provides answers to "Who", "What", "When" & "Where"
 - d. All of the above
 - e. None of the above

3. Deming's Cycle or PDCA cycle is used for:
 - a. Problem solving / continuous improvement
 - b. Designing solutions
 - c. Dissemination of Information
 - d. All of the above
 - e. None of the above

4. Explicit Knowledge means:
 - a. Design, Invention & Knowledge
 - b. Data, Information & Knowledge
 - c. Known information that is documented
 - d. All of the above
 - e. None of the above

5. Organizational Knowledge processes includes:
- a. Knowledge creation, acquisition & capture
 - b. Knowledge organization & sharing
 - c. Knowledge renewal
 - d. All of the above
 - e. None of the above

Section 2:

1. 4th grade students of a local school have their share of very good results and few not so good ones. How do you think this can be harmonized to ensure that there is consistency in results?

2. A car service centre identifies a unique pattern in its customer preference leading to non-uniform distribution of work load. Customers rarely preferred Tuesday for car servicing.

Explain how this pattern might have been discovered and how this can be used for improving business results & customer satisfaction?

3. Bangalore Metro is trying to balance between maximising passenger ridership and peak crowd management.

Please explain how should Bangalore Metro go about understanding passenger behaviour and preferences?

4. A superstore is very popular with product managers for launching new products in their stores. The existing practice of displaying the new products is in front of the ENTRY and in specifically identified racks.

What can be done to improve the process of new products launch?