Indian Statistical Institute

Documentation Research and Training Centre

M.S. (Library and Information Science)

4th Semester Mid-term Examination

Paper 19: Knowledge Management

Time: 11.30 AM – 1 PM

Date: 25-02-2020

This mid-term examination is for total marks of 40 Marks. It 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 means:

a. awareness or familiarity gained by experience of a fact or situation

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. Information means:

(a) Processed data which helps in decision making

b. Facilitates communication

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. DIKW stands for :

a. Design, Invention, Knowledge & Wisdom

(b) Data, Information, Knowledge & Wisdom

c. Document, Installation & Kick-off

d. All of the above

e. None of the above

5. Knowledge Management includes :

a. Data collation, Data archiving & Data retrieval

b. Data presentation & Visualization

c. Contextual reasoning

(d) All of the above

e. None of the above

Section 2:

1. A chain of Cafes is focussed on increasing its revenues both by opening new cafes and also increase revenues from existing cafes.

The operations department of the café identifies a unique behaviour of a section of their customers. On Thursdays between 4 and 6 PM, Male customers between the ages of 18 to 24 years, typically order a specific combination of food and drinks.

Please explain how would this information be useful to increase revenues from existing cafes?

2. A car showroom identifies a unique pattern in its sales. Women customers in the age group 25 to 35 years, buying their second car, prefer white colour.

Explain how this unique pattern might have been discovered and how this can be used for furthering business?

3. 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?

4. A famous Business School has its share of very good results and also few not so good ones. How do you think this can be harmonized to ensure that there is consistency in results?