INDIRA UNIVERSITY, PUNE

SCHOOL OF COMMERCE & ECONOMICS- MCOM

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Elements of Knowledge Management **Max. Marks: 50**
Course Code: 25MOC208T **Time: 2 Hr. 30 Minutes**

Instructions: All questions are Compulsory

Q1.	**Attempt all.** **(10 Marks)** **A. Which is the correct sequence of the Knowledge Management Cycle?** a) Store → Create → Share → Apply b) Create → Store → Share → Apply c) Share → Store → Create → Apply d) Apply → Create → Store → Share **B. Which of the following best describes the nature of knowledge?** a) Tangible and easily measurable b) Static and unchanging c) Dynamic and intangible d) Physical and visible **C. Which type of knowledge sharing occurs through discussions, mentoring, and storytelling?** a) Explicit knowledge sharing b) Documented sharing c) Tacit knowledge sharing d) Stored sharing **D. Which of the following is a KM technology?** a) Payroll system b) Decision Support System (DSS) c) Attendance management d) Billing software **E. Intranets in organizations are mainly used for**: a) External marketing b) Internal knowledge sharing c) Customer billing d) Financial audits **F. Market intelligence is related to**: a) Employee appraisals b) Knowledge about trends, competitors, and consumers c) Payroll processing d) Inventory accounting	**CO1**

	G. Artificial Intelligence in Knowledge Management is used to: a) Replace all employees b) Capture, analyze, and apply knowledge intelligently c) Increase paperwork d) Eliminate learning **H. Machine learning contributes to KM by**: a) Identifying patterns from large data sets b) Eliminating databases c) Reducing information flow d) Preventing automation **I. Knowledge Management helps protect Intellectual Property by:** a) Sharing confidential knowledge openly b) Capturing, classifying, and controlling access to knowledge c) Eliminating documentation d) Ignoring legal frameworks **J. Total Quality Management (TQM) emphasizes**: a) Continuous improvement b) Cost cutting only c) Employee reduction d) Profit maximization only	
Q2.	**Attempt any 1** **(10 Marks)** 1. Explain the major obstacles to effective knowledge sharing in organizations. 2. Describe the process of knowledge acquisition in organizations.	**CO 2**
Q.3	**Attempt any 1** **(10 Marks)** 1. Illustrate how formal and informal knowledge sharing can be applied in a software development team. 2. Apply different knowledge presentation systems (such as reports, dashboards, or knowledge maps) to improve decision-making in an organization.	**CO3**
Q.4	**Attempt any 1** **(10 Marks)** 1. Analyze how knowledge management supports market intelligence and customer insight generation. 2. Examine how organizational knowledge contributes to quality enhancement and process optimization.	**CO 4**
Q.5	**Attempt any 1** **(10 Marks)** 1. Summarize the key elements involved in creating an effective knowledge strategy. 2. Explain the concept and objectives of a knowledge audit.	**CO 2**

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