

Which of the following writer described a fundamental underlying trend for shaping the future?

Choices:

Philip Kotler

William Jefferson

Gitman Shaw

John Naisbitt

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Which of the following pair is wrongly connected?

Choices:

Netscape ----USA

IBM----- Denmark

Ford motor----- USA

Benetton----- Italy

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Minds of individuals, knowledge, competencies, experience are examples of which of the following?

Choices:

Structural capital

Human capital

Customer capital

Intellectual capital

All of the following are the examples of knowledge databases **EXCEPT**:

Choices:

Products and technologies

Customer's histories

Best practices

Marketing strategies

Ownership of capital and means of production are examples of which of the following?

Choices:

☐ Agricultural capital

☒ Industrial capital

☐ Economical capital

☐ Social capital

Which of the following statement refers to "Declarative knowledge"?

Choices:

☐ Knowledge that can be shared with others

☒ Knowledge as sets of principles and facts which can be explained to others

☐ Knowledge that enables the application of processes

☐ Knowledge which is hard or reproduce with others

Information is more significant than data because it is _____.

Choices:

Context – Sensitive

Consensus – Sensitive

Technically – Sensitive

All of the given options

The branch of philosophy that studies the nature of knowledge, its presuppositions and foundations, and its extent and validity refers to which of the following term?

Choices:

☒ Epistemological☐ Psychological☐ Ontological☐ Sociological

In SECI model of knowledge creation “S” stands for which of the following?

Choices:

Standardization

Specialization

☒ Socialization

☐ Simplification

Which of the following processes involves riskier brainstorming to create competitive advantage?

Choices:

☐ Process effectiveness

☐ Process efficiency

☒ Process innovation

☐ Process invention

In knowledge management, patents, trademarks, copyrights and brands are the examples of intellectual assets managed by which of the following schools?

Choices:

☒ The Economic School

☐ The Strategic School

☐ The Organizational School

☐ The Management School

Product brands, service brands, corporate brands etc are examples of which of the following assets?

Choices:

☒ Intellectual property assets

☐ Human centered assets

☐ Infrastructure assets

☐ Market assets

Which of the following ratio is to "estimate the value added by given knowledge assets regardless of where they are located"?

Choices:

Return-on-equity

Return-on-investment

Return-on-knowledge

Return-on-asests

All of the following refers to the infrastructure assets **EXCEPT**:

Choices:

Corporate Culture

Education

Management

Philosophy

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What was the fundamental principle behind the industrial revolution?

Choices:

Managers need to be intelligent and trained to direct workers' activity

Managers need to have authoritative style to control workers' activity

Managers need to be able to promote positive conflict to increase interactivity

Manager need to engage in capturing a good market base

Which of the following is among the fundamental approaches used by the business valuation profession to value specified ownership interests in privately held companies?

Choices:

Market approach

Customer approach

Reputation approach

Strategic approach

Expertise and experience is desired by which of the following types of knowledge buyers?

Choices:

Local buyers

Global buyers

Project level buyers

Company level buyers

Which of the following years was the first essential step in the evolution of knowledge management?

Choices:

Early 1960s

Early 1970s

Early 1980s

Early 1990s

Which was the fundamental principle behind the industrial revolution?

Choices:

☒ Managers needed to be intelligent and trained to direct workers activity

☐ Capitalists required new type of workers

☐ Machines needed people to operate them

☐ Farming and agriculture was not enough for the economy

Which of the following types of knowledge resides in long – term memory?

Choices:

☒ Episodic knowledge

☐ Shallow knowledge

☐ Declarative knowledge

☐ All of the given options

In which of the following type(s) of human learning, specially constructed examples or scenarios are used to develop the concept(s) of the student?

Choices:

☐ Learning by experience

☒ Learning by example

☐ Learning by discovery

☐ All of the given options

All of the following are dimensions of knowledge management EXCEPT:

Choices:

Processes

Products

People

Price

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What is the difference between knowledge characterized as “know what” and “know how”? Explain briefly with the help of example.

Answer:



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What three dimensions are relevant for examining the impact of knowledge management on business processes?

Answer:



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Define cost approach of business?

Answer:



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"Tacit knowledge and explicit knowledge are not totally separate but mutually complementary entities". Do you agree or not? Justify.

Answer:



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Knowledge can transfer within family member, from internal source to external and from external to internal source. Discuss knowledge transfer between individuals and from individuals to external structure.

Answer:



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