Knowledge Management
Assignment - Week 1

All questions carry equal marks.

Maximum marks: 15        Time allowed: 15 mins

Choose the correct alternative from amongst the given alternatives as your answer.

1. Knowledge management is:
   a. a discipline
   b. based on information
   c. digital networks as used in an organization
   d. the process of capturing and using expertise
   e. the same as the information value chain

2. Your social security statement of earnings that shows your social security number, earnings history, and anticipated benefits at different retirement ages is an example of:
   a. data
   b. information
   c. knowledge
   d. wisdom
   e. poverty

3. Tacit knowledge includes expertise that is:
   a. on paper
   b. in documents
   c. in databases
   d. in people’s heads
   e. in e-mail

4. The KM life cycle includes knowledge:
   a. creation
   b. capture
   c. organization
   d. refinement
   e. All of the above are valid

5. Companies that fail to imbed a viable KM operations probably do not suffer from:
   a. building a huge database that is supposed to cater to the entire company
   b. placing too much emphasis on technology
   c. having poor leadership
   d. shortening of the learning curve
   e. viewing KM as a technology or a human resources area
6. The acceptance of KM has been hindered by:
   a. the accelerating pace of change during the past decade
   b. the global and geographic dispersion that has changed organizations’ scope
   c. lack of understanding about what KM is and how it benefits a company
   d. the downsizing and reengineering that has resulted in attrition and knowledge drain
   e. the increased power of networking and data communications

7. The four-process view of KM includes, in order of sequence:
   a. capturing, organizing, refining, and transfer
   b. organizing, transfer, capturing, and refining
   c. capturing, refining, organizing, and transfer
   d. capturing, transfer, refining, and organizing
   e. capturing, refining, transfer, organizing

8. Company knowledge is typically found in:
   a. policy manuals
   b. case histories
   c. training manuals
   d. employees’ heads
   e. All of the above

9. The continuum of depth of knowledge from most shallow to deepest is:
   a. declarative, semantic, procedural, episodic
   b. episodic, semantic, procedural, declarative
   c. semantic, episodic, declarative, procedural
   d. procedural, declarative, semantic, episodic
   e. none of the above

10. Explicit to tacit communication is also known as _____________ in Nonaka’s model.
    a. socialization
    b. internalization
    c. communication
    d. externalization
    e. obfuscation

11. The kind of communication that takes place in meetings or team discussions is called:
    a. tacit to explicit
    b. communication
    c. explicit to explicit
    d. explicit to tacit
    e. tacit to tacit
12. In-house development of a KM system is usually:
   a. low cost, since you’re paying the employees anyway
   b. quick, since you can assign the employees only to the development task
   c. highly customized, since they can build it the way the organization needs it
   d. Both a and b are correct
   e. Both b and c are correct

13. Codification includes which of the following?
   a) Documents
   b) Reports
   c) Formalization
   d) ERP
   e) All of the above

14. When a firm asks the question, “What will we get out of our proposed KM system development project?” They are concerned whether the project is:
   a. doable
   b. affordable
   c. appropriate
   d. practicable
   e. sensitive

15. What the user sees and works with in terms of accessing and working with the knowledge base and other repositories is:
   a. the application layer
   b. the collaborative agents
   c. the authentication layer
   d. the user interface
   e. the security layer
Choose the correct alternative from amongst the given alternatives as your answer.

1. The totality of hardware and software, as well as the specialized human resources required to enable knowledge is called the:
   a. technical core  
   b. knowledge center  
   c. content satellite  
   d. infrastructure  
   e. system

2. The technical layer of the KM system that pertains to TCP/IP protocol, LANs and WANs is the:
   a. physical layer  
   b. transport layer  
   c. collaborative intelligence layer  
   d. user interface layer  
   e. authorized access control layer

3. The ____________ layer of the KM system creates a competitive edge for the learning organization.
   a. Knowledge-enabling application  
   b. middleware  
   c. transport  
   d. collaborative intelligence and filtering  
   e. authorized access

4. The _______ is the part of an expert system that explains to the user how and why an answer is given.
   a. scheduler  
   b. inference engine  
   c. interlocutor  
   d. knowledge base  
   e. justifier
5. The lowest cost solution to developing a KM system is:
   a. in-house development
   b. development by end users
   c. outsourcing
   d. **off-the shelf solution**
   e. subcontracting

6. The ease of modifying software across product lines is referred to as:
   a. serviceability
   b. usability
   c. flexibility
   d. reliability
   e. **modularity**

7. The measure of how well the software will run on different computers is:
   a. performance
   b. **portability**
   c. usability
   d. flexibility
   e. modularity

8. The system test that checks under what conditions it begins to fail is called:
   a. life-cycle testing
   b. maintenance testing
   c. **force-fail testing**
   d. catastrophic testing
   e. reliability testing

9. A network node consisting of hardware or software to protect or filter certain information entering the company’s databases or keep select information from leaving the company is a(n):
   a. intelligent agent
   b. authentication
   c. POP
   d. **firewall**
   e. extranet

10. The least technical of these KM system layers is:
    a. physical
    b. transport
    c. authorized access control
    d. middleware
    e. **user interface**
11. A network that uses TCP/IP to share information within an organization is an:
   a. internet
   b. extranet
   c. **intranet**
   d. authentication network
   e. expert system

12. A self-programming system that creates a model based on its inputs and outputs is a(n):
   a. expert system.
   b. **neural net**
   c. inference engine.
   d. repository.
   e. intelligent agent

13. A KM developer is better off working with a single expert when:
   a. the problem domain is complex.
   b. there must be alternative ways of generating the knowledge.
   c. **there is a need to share more confidentiality with project-related information.**
   d. there is a need for a synthesis of experience.
   e. expert knowledge is dispersed.

14. Phrasing a question by leading with the words, “Isn’t it true that…” is an example of:
   a. response bias
   b. inconsistency bias
   c. hostility bias
   d. gender bias
   e. transactional bias

15. An expert that is methodical, verbal and logical is a:
   a. storyteller type
   b. godfather type
   c. salesperson type
   d. **procedure type**
   e. grandfather type
1. If a rule fires when it is not supposed to, then the system has a:
   a. type I error.
   b. **type II error.**
   c. type III error.
   d. redundancy error.
   e. uncertainty error.

2. By far, the most effective channel for knowledge transfer is a(n):
   a. intranet.
   b. **face-to-face meeting.**
   c. knowledge base.
   d. document.
   e. database.

3. If an ongoing team specialized in one specific task moves to other locations and performs the same task, then knowledge is being transferred using:
   a. **collective sequential transfer.**
   b. explicit interteam knowledge transfer.
   c. tacit knowledge transfer.
   d. explicit intrateam knowledge transfer.
   e. Knowledge is not really being transferred in this situation.

4. Socialization occurs as a result of conversion of
   a. Explicit to tacit knowledge
   b. **Tacit to tacit knowledge**
   c. Tacit to explicit knowledge
   d. Explicit to explicit knowledge

5. A decision tree is:
   a. **a semantic network.**
   b. a production rule.
   c. for tacit knowledge only.
   d. an intelligent agent.
   e. None of the above.
6. When using production rules:
   a. the Premise statement follows the word THEN.
   b. the Action statement is a is executed regardless of Premise status.
   c. the Action statement follows the word IF.
   d. the Action statement is a Boolean expression.
   e. the Premise statement follows the word IF.

7. A KM system that is given identifiable information through the user’s observation or experience is used for:
   a. diagnosis.
   b. instruction/training.
   c. interpretation.
   d. planning/scheduling.
   e. prediction.

8. A KM system that maps out an entire course of action before any steps are taken is of the ____________ type.
   a. diagnosis
   b. instruction/training
   c. interpretation
   d. planning/scheduling
   e. prediction

9. A knowledge codification scheme that appears as a spreadsheet divided into two parts for conditions and conclusions is a:
   a. decision tree.
   b. decision table.
   c. frame.
   d. knowledge map.
   e. FAQ.

10. A rule that tends to be contradictory in meaning or logic is an example of a(n) ______ error.
    a. redundancy
    b. unusable knowledge
    c. subsumption
    d. circular
    e. inconsistent knowledge

11. If a rule base contains two different ways to arrive at a solution, the system is said to have a(n) __________ error.
    a. redundancy
    b. unusable knowledge
    c. subsumption
    d. circular
    e. inconsistent knowledge
12. If one rule is true, a second rule is always true. This is an example of a(n) ______ error.
   a. redundancy
   b. unusable knowledge
   c. inconsistent knowledge
   d. circular
   e. subsumption

13. If a team that has done a job on one site shares experience but must modify this knowledge in language, tone, and content to be usable by the receiving team, then knowledge is being transferred using:
   a. collective sequential transfer.
   b. explicit interteam knowledge transfer.
   c. tacit knowledge transfer.
   d. explicit intrateam knowledge transfer.
   e. Knowledge is not really being transferred in this situation.

14. Which of the two step sequences in knowledge transfer is in the correct order?
   a. Knowledge codification – knowledge capture
   b. Knowledge transfer – knowledge sharing
   c. Knowledge sharing – knowledge testing and deployment
   d. Knowledge sharing – knowledge transfer
   e. Testing and deployment – knowledge codification

15. A straightforward listing that points people to documents, people and repositories is a:
   a. knowledge map.
   b. FAQ.
   c. decision rule.
   d. directory.
   e. decision table.
1. Skill directories, yellow pages, collaborative work tools, digital white boards, DSS tools comprise __________ layer.
   a. Transport layer
   b. Middleware and legacy integration layer
   c. Access and authentication layer
   d. Application layer

2. Transport layer links which of the two layers
   a. Interface layer and access & authentication layer
   b. Interface layer and collaborative intelligence filtering layer
   c. Application layer and middleware/legacy integration layer
   d. Application layer and repositories.

3. The usability of a KM system depends largely on
   a. Transport layer
   b. Interface layer
   c. Repositories
   d. Application layer

4. Which of the following is NOT a selection criteria for collaborative platform
   a. Efficient protocols
   b. Portable operation
   c. **Stand alone system**
   d. Security

5. Granularity in knowledge objects refer to
   a. **Level of detail of a KM system at the start**
   b. Ease of use of KM system
   c. Fault resistance of KM system
   d. Uniqueness of KM system

6. In order to solve a problem or make a decision where standard rules of thumb fail, which of the following approaches will you use?
   a. Neural network
   b. Genetic algorithm
   c. Rule based systems
   d. Expert reasoning

7. Which of the following the searching techniques is least efficient?
   a. Attribute searching
   b. **Content searching**
   c. Meta searching
   d. Hierarchical searching
8. Which amongst the following reasons is NOT part of the ‘Why’ of knowledge audit?
   a. Devising a knowledge-based strategy
   b. Architecting a KM blueprint
   c. Seeking to leverage its “people assets”
   d. Following competitors’ trend

9. Bohn’s framework refers to which of the following aspects in Knowledge Management?
   a. Measuring knowledge growth
   b. Externally benchmarking KM systems
   c. Testing KM software
   d. Conceptualizing KM system

10. ‘Complete ignorance’ according to Bohn’s framework refers to a stage, wherein knowledge
     a. is primarily written
     b. is tacit
     c. does not exist anywhere
     d. never happens

11. The composition of knowledge audit team should be characterized by which of the following features.
     a. Have representations from all department
     b. only HR and IT department be involved
     c. External team be constituted
     d. Only academics be involved

12. The first step of conducting knowledge audit is
     a. Selecting audit method
     b. Tracking knowledge growth over time
     c. Determining ideal state
     d. Defining the goals

13. Laterality refers to
     a. Thinking divergently
     b. Thinking individually
     c. Thinking uni-dimensionally
     d. Tacit knowledge

14. Prototypes in KM system development result in
     a. Wastage of monetary resources
     b. Users having an idea of how the system in its final form will function
     c. Wastage of group effort
     d. Increases cost of project
Questions 15

1. Elements of knowledge content recorded by repositories would include which of the following?
   a. **Procedural knowledge**
   b. Software technology used
   c. Hardware items used
   d. Elements of English grammar

2. Content centers are used in which of the following cases?
   a. Reduce the load of main server
   b. Reduce the hardware cost of KM system
   c. **Integrate multiple function/department specific repositories into central repository**
   d. Work as a standby server

3. Active filtering is said to take place when
   a. Softwares are used to define filters
   b. Statistical algorithms are used to define filters
   c. **Users manually define filters**
   d. Management defines filters

4. Use of interactive knowledge application is required in which of the following cases?
   a. As per technological specification of KM systems
   b. **For capture and sharing of tactic knowledge**
   c. For capture of explicit knowledge
   d. To increase sophistication of KM systems

5. Scalability refers to
   a. Cost effectiveness of KM system
   b. Ability of KM system meet its objectives
   c. Use of different units of measurement
   d. **ability of the KM system to support an increasing number of users**

6. User interface design considerations would NOT include
   a. **Cost**
   b. Consistency
   c. Relevance
   d. Navigability
7. Use of HTML in web based font end of KM system helps in
   a. Scalability
   b. **Universal authorship**
   c. Lower cost of KM system
   d. Performance enhancement

8. Rights to permit different levels of access to data (such as read, write, edit, delete capabilities) are managed by
   a. Firewalls
   b. Back ups
   c. Anti virus
   d. **Access privileges**

9. Use of data warehouses by companies has an adverse fallout in terms of,
   a. High expenses on data servers
   b. Huge requirement of space to host servers
   c. **Proliferation of data marts independent of one another**
   d. Requirement of trained manpower

10. Moving from a client/server set up to agent /computing model impacts the network in terms of
    a. **Reduced load on the network**
    b. Increased down time
    c. Complexity in network
    d. Increasing number of stakeholders

11. Legacy deployment approach to systems development and deployment, such as water fall method suffer from lack of
    a. Cost effectiveness
    b. Simplicity of design
    c. Adapting to diverse stakeholders needs
    d. **Feedback and learning loop**

12. Pilot deployment (pilot testing) is used because
    a. It benefits the external consultant by increasing bill
    b. Other models don’t work
    c. **It reveals design flaws early in the deployment process**
    d. It is current trend to do so

13. RDI methodology is popular for KM development and deployment as
    a. **Benefits are realized much sooner**
    b. RDI expertise is readily available
    c. Software support for RDI methodology is available at low cost
    d. It is a fad in KM system deployment
14. The ability of KM system to allow different groups of users, representing different functional departments, to produce results exceeding those that they would produce working without the support of such a system, is referred to as
   a. KM efficiency
   b. KM turnover ratio
   c. Fault tolerance
   d. Cross functional synergy

15. Designing and implementing system functions that may never be used or adding details that are unnecessary for deriving the desired business results is known as
   a. Simplification
   b. Over engineering
   c. Collaboration
   d. Incrementalism
1. Model validation as part of knowledge validation refers to:
   a. **Testing operational/conceptual model for internal consistency and results for external consistency**
   b. Using technologies to test hardware used in KM system
   c. Using financial packages to determine the cost of KM system
   d. Developing model as per specification

2. The top-down approach to building learning models requires:
   a. Discovery of new patterns in the data through learning techniques.
   b. A synthesis of neural and fuzzy techniques.
   c. **A hypothesis derived from observation.**
   d. The exclusion of new data to the database.

3. Approval of a special reference group or the user of the results in knowledge validation is:
   a. Model validation
   b. Learning
   c. Cross validation
   d. **Consensual approval**

4. If the neural network needs a teacher with a training set of examples, then it is:
   a. Self actualizing
   b. Unsupervised learning
   c. **Supervised learning**
   d. Random-supervised learning

5. If no external factors influence the adjustment of the input's weights and the neural network has no advanced indication of correct or incorrect answers, then the network is using:
   a. Supervised learning
   b. A training set
   c. Intuition
   d. **Unsupervised learning**

6. If a rule consists of the presence or absence of items, then it is:
   a. **Boolean**
   b. Quantitative
   c. Qualitative
   d. Multidimensional

7. If an association rule considers several attributes, then it is:
   a. **Boolean**
   b. Quantitative
   c. Qualitative
   d. Multidimensional
8. The starting node of a tree is called a:
   a. Seed
   b. **Root**
   c. Top
   d. Branch

9. One weakness of OLAP (Online Analytical Processing) is:
   a. As a visualization tool
   b. As an interactive tool
   c. As a first step in understanding the data
   d. **As an automatic pattern finder**

10. Data-mining definitions are derived from the scientific disciplines of:
    a. statistics, machine learning, and cognitive psychology.
    b. artificial intelligence, cognitive psychology, and statistics.
    c. **machine learning, statistics, and artificial intelligence.**
    d. cognitive psychology, artificial intelligence, and machine learning.

11. Portals were initially:
    a. **Search engines**
    b. Chat rooms
    c. Gopher sites
    d. Information portals

12. Human-to-human interactions via computer subsystems having no time or space constraints with anytime, anyplace occurrence of queries, responses and access is referred to as:
    a. **Asynchronous**
    b. Impersonalized
    c. Scattered
    d. Synchronous

13. Human-to-human interactions that are computer-based, occurring immediately (within 5 seconds) that may use video, audio, or data technologies are referred to as:
    a. Integrated
    b. **Synchronous**
    c. Asynchronous
    d. Personalized

14. The end note of a classification tree is termed as:
    a. Full stop node
    b. **Leaf node**
    c. Top node
    d. Stem node

15. Data mining task which involves use of some variables to predict unknown or future values of other variables is known as:
    a. Description task
    b. Analytical task
    c. **Prediction task**
    d. Written task
1. Tobin’s q measures which of the following
   a. **Ratio between the firm's market valuation and the cost of replacing its physical assets**
   b. Ratio between profit and number of employees
   c. Ratio of Number of applicants to number of applicants selected
   d. Ratio between unionized and non unionized workmen

2. Agency agent conflict is said to happen in case when
   a. Manager doesn’t have the IT skills to handle KM software
   b. The implementing agency is not paid requisite fees
   c. The agency has been selected on basis of false reports
   d. A manager or employee will only maximize the metrics that are actually measured

3. Real option analysis can be of benefit as it
   a. Is based on real facts and not assumptions
   b. **Reduces uncertainty and helps quantify expected outcomes and risks**
   c. Is it provides various options of solutions to a problem
   d. Reduces cost of implementing KM systems

4. The house of quality approach is referred to as
   a. Tree building technique
   b. Pillar and column approach
   c. Six sigma approach
   d. Quality function deployment

5. Knowledge is a service when it comes in the form of
   a. Mass marketed software
   b. **Custom-designed software**
   c. Off-the-shelf software
   d. All of the above

6. Ownership of an original work by an author is a:
   a. Patent
   b. Trademark
   c. Warranty
   d. Copyright

7. An assurance made by the maker of product, offered orally or in writing is a(n):
   a. **Express warranty**
   b. Implied warranty
   c. Disclaimer
   d. Patent
8. Negligence applied to knowledge developers for design defects in systems tailored specifically for professional use is
   a. fraud.
   b. tort.
   c. malpractice.
   d. bad faith.

9. Cases involving warranties require that the user show:
   a. what is the fault.
   b. why of the fault.
   c. the amount of damage caused.
   d. who is at fault.

10. The knowledge developer is vulnerable to charges of personal liability under
    a. doctrine of respondeat superior.
    b. malpractice
    c. negligence.
    d. unethical business practices.

11. One’s knowledge on the job is his or her own:
    a. regardless of circumstance.
    b. Depends on type of knowledge.
    c. Unless an intellectual property agreement was signed in advance
    d. until the work is paid for.

12. Users by not properly using an available resource could be negligent by
    a. Passive negligence
    b. Misrepresentation
    c. Fraud
    d. Malpractice

13. An ______________, is part of a sale that has been made, stating that the good will do what it is supposed to do.
    a. implied warranty
    b. local warranty
    c. temporary warranty
    d. defect warranty

14. Skandia’s value scheme therefore contains both financial and non-financial elements to estimate the company’s
    a. Knowledge value
    b. Financial value
    c. Market value
    d. Ethical reputation.

15. A declaration of principles and beliefs that govern how employees of a corporation are to behave, is termed as:
    a. Code of conduct
    b. Code of ethics
    c. Fundamental declaration of behavior
    d. Company guidelines
1. Indian manufacturing organizations have adopted KM for the following reasons:
   a. ensuring competitive advantage
   b. managing resources effectively
   c. developing new technologies and products
   d. all of the above

2. Global MAKE study is a measure of which of the following:
   a. rate at which an organization is transforming its tacit and explicit knowledge into new enterprise intellectual capital to increase shareholder value
   b. adopting new ERP technologies in human resource information systems
   c. employer reputation and branding
   d. changes in organizational structure to meet knowledge management requirements

3. Which organizations have been recognized as Global MAKE Winners every year since the MAKE research studies began in 1998 are:
   a. Aditya Birla Group
   b. Siemens
   c. Accenture and Microsoft
   d. Mahindra Satyam

4. Which of the following Indian firms is NOT a winner of the MAKE awards in 2016:
   a. Tata group
   b. Infosys
   c. Wipro
   d. Cognizant

5. The knowledge shop at Infosys is known as
   a. Kmart
   b. Kshop
   c. Kbazar
   d. Kexchange

6. Online knowledge management portal at Wipro is called
   a. Knet
   b. Kcube
   c. Krelation
   d. Ksite

7. ONGC has launched Gyanodayan in order to facilitate
   a. experiential knowledge of individuals and teams and strive to increase it tacit and explicit knowledge base
   b. as part of its CSR activities to fund scholarships to deserving children
   c. to offer consultancy services to other firms in its industry
   d. None of the above
8. Intellectual Property losses can happen in which of the following ways
   a. employee turnover.
   b. physical theft of sensitive proprietary documents, either by outsiders or by insiders.
   c. inadvertent disclosure to third parties without a non-disclosure agreement.
   d. **All of the above**

9. The term Web 2.0 was coined in 2004 by
   a. **Tim O’Reilly**
   b. Larry page
   c. Sergey Brin
   d. Ronald Wayne

10. The development and evolution of Web-based communities and hosted services such as social-networking sites, video sharing sites, wikis, blogs, and folksonomies is referred to as
    a. K assets
    b. **Web 2.0**
    c. knowledge world
    d. knowledge network

11. Which of the following is NOT related to social networking
    a. Linked In
    b. Orkut
    c. You Tube
    d. **MySQL**

12. "Evolutionary agents" may be dramatically different in their abilities to
    a. build theories and create a world of their own
    b. assume any virtual identity they wish
    c. develop a moral code and a value system of their own
    d. **all of the above**

13. Open source development originated after
    a. **the development of ARPA net**
    b. IP issues became an area of concern
    c. to increase KM effectiveness
    d. to improve innovation processes in organizations

14. Metaverse is an example of
    a. social networking
    b. open source development
    c. **virtual worlds**
    d. web logs

15. Which of the following is an example of successful open source project
    a. Friendster
    b. **BIND**
    c. MySpace
    d. AJAX