



**RE-5409-10**

**M.H.R.D. (Sem. - IV) (Regular) Examination**

**April / May - 2010**

**Marketing Knowledge Workers**

Time : Hours]

[Total Marks : 100

**Instructions :**

नीचे दशांशके निशानीवाणी विगतो उत्तरवली पर अवश्य कपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M.H.R.D. - 4 (REGULAR)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="MARKETING KNOWLEDGE WORKERS"/>	<input type="text"/>
Subject Code No. : <input type="text" value="5"/> <input type="text" value="4"/> <input type="text" value="0"/> <input type="text" value="9"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="NIL"/>	

1 What is Knowledge Management? What are the various Knowledge Management Functions? Explain in detail the knowledge management processes. **25**

**OR**

1 What do you understand by Knowledge Worker? What are the characteristics of the personality of a Knowledge Worker? Explain his importance to the Organisation. **25**

2 What is Knowledge Culture? How can we diagnose and enhance the Knowledge Culture in an Organisation? **25**

**OR**

2 Why is creativity and Innovation a very important parameter for a Knowledge Worker? How steps can be taken to enhance these traits in an organisation? **25**

3 How do you explain the various contributors to knowledge? What are the various types of knowledge? **25**

**OR**

3 How does Knowledge Management Impact the various aspects of an Organisation? Explain in detail. **25**

4 Write short notes on any two : **25**  
(a) Knowledge Leader  
(b) Knowledge Economy  
(c) Knowledge Culture.