

2nd SEMESTER

MBA (East Campus)

END SEMESTER EXAMINATION (Supp) Sept-2019

PAPER CODE : MB 202 &

TITLE OF PAPER: KICC

Time: 3:00 Hours

Max. Marks : 60

Note : There is choice only in question 7. Kindly highlight the keywords. Write neatly.

- Q.1) Describe the benefit of the Balance Scorecards. You are a consultant for an automobile company. Form a BSC for it in mind the slowdown effect in automobile sector.? [5+5=10]
- Q.2) Explain General Data Protection Regulation and explain how Facebook and Google have modified their platforms according to it. [5+5=10]
- Q.3) Describe elements of Intellectual Capital, elements of Relational Capital, elements of Structural Capital, elements of Social Capital.[2.5+2.5+2.5+2.5 =10]
- Q.4) What is the role of RSC in a customer relationship? What does an RSC offer that is not already contained in client's SLAs ? What opportunities and challenges involved in building an RSC ? [3+3+4 =10]
- Q.5) Explain the biasedness in AI algorithm ? What organization should do to prevent it ? [2.5+2.5 =5]
- Q.6) What barriers knowledge manager faces while implementing the KM in the organization ?[5]
- Q.7) Explain **any two** of the following
- Peer Assist
 - ERP
 - Knowledge Map [5+5=10]