

Last name/Name:

First name/Vorname:

Faculty of Business Administration and Economics Fakultät für Wirtschaftswissenschaft

Module/Modul	31831 Knowledge Management
Course/Kurs	41850 Knowledge Management
Examiner/Prüfer	Prof. Dr. Smolnik
Date/Termin	March 4 th , 2019, 2-4 p.m./14-16 Uhr

Final exam Modulabschlussklausur

Directions/Anleitung:

1. The exam consists of four exercises. Die Klausur besteht aus vier Aufgaben.
2. A maximum of 100 points is achievable. Eine Maximalpunktzahl von 100 Punkten ist erreichbar.
3. For each exercise, the maximally achievable number of points is noted. Die maximal erreichbare Punktzahl für jede Aufgabe ist neben der Aufgabenstellung notiert.
4. You need a minimum of 50 percent of the achievable 100 points in order to pass the homework assignment successfully. Sie brauchen die Hälfte (50%) der Maximalpunktzahl von 100 Punkten um die Klausur zu bestehen.
5. You can answer the exercises in German or English language. Sie können die Aufgaben in deutscher oder englischer Sprache beantworten.
6. Permitted are dictionaries (German – English / English – German) for the sole purpose of translation; not approved are lexica, technical dictionaries, or monolingual dictionaries as well as collections of sheets, copied or printed from the Internet. Additional entries (particularly remarks, underlining, and stickers) are not permitted. Zugelassen sind Wörterbücher (Deutsch – Englisch / Englisch – Deutsch) zum Zwecke der Übersetzung; nicht zugelassen sind Lexika, Fachwörterbücher oder einsprachige Wörterbücher sowie aus dem Internet ausgedruckte oder kopierte Blattsammlungen. Zusätzliche Eintragungen (insbes. Anmerkungen, Unterstreichungen und Klebezettel) sind nicht erlaubt.

Exercise	1	2a)	2b)	2c)	3a)	3b)	3c)	4	Total
Maximum points	15	12	13	10	12	15	8	15	100
Achieved points									

Final exam for module 31831
Modulabschlussklausur Modul 31831

(100 points)
(100 Punkte)

General directions for solving the exam
Generelle Anweisungen zur Bearbeitung

Please fill in your answers for exercise 1 in the table on the answer sheet and mark the selected alternatives through a cross (X) in the designated space. Make sure your answers are unambiguous and legible on the answer sheet. Write your answers for exercises 2, 3, and 4 down on the remaining pages. You are also allowed to use the blank space on the back of each page. Make sure that your matriculation number is noted on each page. At the end of the exam, please hand in all the pages.

Bitte notieren Sie die Antworten für die erste Aufgabe in der dafür vorgesehenen Tabelle auf dem Antwortbogen und kennzeichnen Sie die von Ihnen gewählte Antwortalternative durch ein Kreuzchen (X) in der dafür vorhergesehenen Zelle. Stellen Sie sicher, dass Ihre Antworten auf dem Antwortbogen eindeutig und gut lesbar sind. Schreiben Sie Ihre Antworten für die zweite, dritte und vierte Aufgabe auf die restlichen Seiten. Sie dürfen dafür auch den verfügbaren Platz auf den Rückseiten nutzen. Stellen Sie sicher, dass Ihre Matrikelnummer auf jeder Seite vermerkt ist. Bitte geben Sie am Ende der Klausur alle Seiten ab.

Directions for evaluating the exercises/Anleitungen zur Bewertung der Aufgaben

For every task or subtask solved completely correct, the points noted in the exercise description are given. Für jede Aufgabe oder Teilaufgabe, die vollständig korrekt gelöst ist, werden die in der Aufgabenstellung angegebenen Punkte vergeben.

Exercise 1/Aufgabe 1: Correctly answered subtasks are marked with proportional points. Not or falsely answered subtasks are marked with zero points. Richtig beantwortete Teilaufgaben werden mit den anteiligen Punkten bewertet. Nicht oder falsch beantwortete Teilaufgaben werden mit null Punkten bewertet.

Exercises 2, 3, and 4/Aufgaben 2, 3 und 4: Partially correctly solved tasks or subtasks can be marked with an accordingly reduced number of points. In Teilen richtig beantwortete Aufgaben oder Teilaufgaben können mit einer entsprechend niedrigeren Punktzahl bewertet werden.

May you be successful in answering the exam questions!

Viel Erfolg bei der Klausur!

Exercise 1**(15 P)**

Please assess the following statements according to their correctness. Make a mark in the "true" column on the answer sheet for statements which are unconditionally valid and a mark in the "false" column on the answer sheet for all other statements. Please also note the indications regarding grading.

- a) Knowledge retention and retrieval processes are proposed to anchor knowledge within an organization, but not to identify it.
- b) Knowledge management systems (KMS) do not save or transmit information objects.
- c) The productive employment of organizational knowledge to the advantage of the organization is aim of knowledge management (KM).
- d) KM success is generally a one-dimensional construct and, thus, only measured by the means of one dimension: knowledge content.
- e) Building a KM organization requires assigning specific roles to employees who are responsible for executing KM tasks in KM processes.
- f) In content management (CM), an author conveys knowledge and creates information objects, and is responsible for tagging and making them available.
- g) Team databases, which are often an element of groupware solutions, offer various advantages compared to file servers.
- h) A weblog is a webpage that only one user can design by him- or herself to publish articles sporadically or at regular intervals.
- i) Computer-supported cooperative work (CSCW) is a research discipline primarily concerned with the application and use of social media within an organizational context to allow employees to collaborate.
- j) Compared to enterprise social media applications (also called social computing applications), enterprise systems are more single-sided, since they only offer services and data that users consume without users offering data themselves.
- k) Competence scales are used to assess the level of a certain competence (e.g. novice, master, expert).
- l) Standardized written examinations are primarily used to assess informally acquired knowledge.
- m) Organizations need to take learner control into account when deciding on the degree of freedom and autonomy that learners should be allowed in e-learning systems.
- n) When running a morphological analysis, text is disassembled into single words through tokenization and then reduced to the stem.
- o) Tag clouds are usually not used to visualize the most used tokens in a document.

Answers for exercise 1/Antworten für Aufgabe 1

(15 P)

<i>Exercise #</i> <i>Aufgabe Nr.</i>	True Wahr	False Falsch
a)		
b)		
c)		
d)		
e)		
f)		
g)		
h)		
i)		
j)		
k)		
l)		
m)		
n)		
o)		

Exercise 2

(35 P)

- a) Which values make up a KM-promoting organizational culture? Name and explain at least three. Additionally, name and explain at least two culture-defining measures.

(12 P)

- b) Your company has decided to put this year's KM strategy focus on content management (CM). You are in the core project group to track the CM progress and, therefore, also measure it. Name three critical success factors (CSFs) you would like to implement for your company's CM processes and give a possible key performance indicator (KPI) for each of them. Also, explain why you chose these CSFs.

(13 P)

- c) Why do communities have a larger fluctuation rate than the formal organizational structure?
Discuss.

(10 P)

Exercise 3

(35 P)

- a) Which applications belong to the third phase of community management systems? Name at least two, describe their core functionalities, and give a specific example for each application type.

(12 P)

- b) You work in the human resources (HR) department of a large hotel chain. Depict a competence matrix (graphical diagram) for the position of a hotel manager, thus, map the desired competence scale level (novice, master, expert) for the task "hotel marketing" with respect to six different competences. You are allowed to include all competence classes (knowledge, practical and instrumental skills, social competences, personal competences) in your diagram. (15 P)

- c) When analyzing a special application domain with homogeneous data, such as stock market data, text mining is a more viable option compared to semantic technologies. Discuss. (8 P)

Exercise 4

(15 P)

Based on what you have learned in this module, briefly discuss the four fundamental action fields of KM and how they are related to each other. Give an example of a problem which might occur in each action field and how it could be solved with the help of KM.

End of exam/Ende der Klausur