



DRAVIDIAN UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION
Kuppam-517426
II YEAR MBA ASSIGNMENT
Paper HR 207: KNOWLEDGE MANAGEMENT

Answer any three questions

3X10=30

1. Explain the characteristics and components of organizational knowledge.
2. What are the challenges of implementing knowledge management programmes?
3. Explain the role of knowledge management in manufacturing and service industry.
4. Define customer relationship management. Explain its advantages and limitations.
5. Explain the implementation issues of knowledge management.