



FACULTY OF MANAGEMENT

DEPARTMENT INFORMATION AND KNOWLEDGE MANAGEMENT

MODULE KNOWLEDGE MANAGEMENT

CODE ILK2407/IMA8X06/ITM8X04

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DURATION 3 HOURS

TOTAL MARKS 100

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EXTERNAL MODERATOR DR M DE KOCK (DA VINCE INSTITUTE)

NUMBER OF PAGES 3 PAGES

INSTRUCTIONS TO CANDIDATES:

- Please answer any **four (4)** questions.
- Question papers must be handed in.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

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QUESTION 1

Compile a well-motivated proposal for the top management of your company in order to conduct a knowledge audit in the company. Create your own scenario for the motivation. Also include an overview of the methodology which should be used.

[25]

QUESTION 2

Discuss how Communities of Practice (CoPs) can be created and managed in an enterprise.

[25]

QUESTION 3

Gartner Group advises that, in order to minimize the risk of failure, as well as aligning Intellectual Capital management to the strategic direction of the enterprise, the Intellectual Capital initiative must be based on strategies that directly support business objectives. Describe how you would implement an Intellectual Capital management framework in a company.

[25]

QUESTION 4

There is general consensus among various authors that Intellectual Capital should consist out of human capital, structural capital and customer/relationship capital. Discuss how the management of human capital, structural capital and customer/relationship capital can lead to the gaining of a competitive advantage in an enterprise.

[25]

QUESTION 5

Describe the importance of measuring Intellectual Capital by means of explaining one Intellectual Capital management tool in a company.

[25]

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QUESTION 6

When Netscape went public in 1995, it was a \$17 million company with fifty employees. Yet after only the first day of trading, the stock market valued Netscape at \$3 billion. What were investors buying? Certainly not telephones and the company's inventory of software. In fact, they "bought" the people who had built Netscape – their knowledge, skills, ideas and talent. They were also investing in the company's demonstrated ability to innovate, create, and bring to market a product that makes the Internet accessible to the public at large. Discuss how Intellectual Capital can contribute to innovation and strategic renewal in a company.

[25]

Total [100]

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