

3	Professor	Single	Knowledge management is among the interfunctional information flows in service companies. What is(are) the correct definition(s) of knowledge management?	A	Knowledge management is an interfunctional information flow that supports the transformation of information collected during service production and distribution into knowledge useful to improve future service production and distribution activities.	X
				B	Knowledge management is an interfunctional information flow that supports the transformation of information collected during sales and marketing into knowledge useful to improve future service production activities.	
				C	Knowledge management is an interfunctional information flow that supports the collection of information on customers and suppliers.	
				D	Knowledge management is an interfunctional information flow that supports the collection of information on competitors.	

10. Please, select correct statements on knowledge management. \*

(0/4 Points)

- ☐ Knowledge management requires the design of new procedures to use knowledge to obtain greater service customization. ✓
- ☒ Knowledge management manages the new information on customers acquired during service production and distribution by transforming into knowledge. ✓
- ☐ Knowledge management replaces materials management in the version of Porter's value chain adjusted for the service industry.
- ☒ Knowledge management is a continuous learning process. ✓

15. What is the role played by PCs in BPR (service companies)? \*

(0/4 Points)

- ☒ PCs are used to collect information that is then stored in the operational database in a structured format. ✓
- ☒ PCs are used to collect information on knowledge workers and calculate their incentives in real time.
- ☐ PC are used to execute desktop applications embedding service procedures. ✓
- ☐ PCs store all the information regarding the customers served by the agency where the PC is located.

17. What is the role played by IT in the service industry? \*  
(0/4 Points)

- ☒ Distribution technology. ✓
- ☒ Management technology. ✓
- ☒ Production technology. ✓
- ☒ Support to optimization of production resources.

18. What are enabling technologies of the horizontal and vertical IT integration in service companies? \*  
(4 punti)

- ☐ PCs ✓
- ☐ Client-server architectures ✓
- ☐ The Web
- ☐ MRP

19. The knowledge management process requires: \*  
(4 punti)

- ☐ the extraction of new knowledge on customers from knowledge workers, ✓
- ☐ the transformation of this knowledge into structured information to be stored in the mainframe, ✓
- ☐ the design of new procedures to use this knowledge to obtain greater production efficiency
- ☐ A learning process ✓

18. What are enabling technologies of the horizontal and vertical IT integration in service companies? \*  
(0/4 Points)

- ☐ PCs ✓
- ☐ Client-server architectures ✓
- ☒ Automation
- ☒ MRP

19. The knowledge management process requires: \*  
(0/4 Points)

- ☒ the extraction of new knowledge on customers from knowledge workers, ✓
- ☒ the transformation of this knowledge into structured information to be stored in the mainframe, ✓
- ☒ the design of new procedures to use this knowledge to obtain greater production efficiency
- ☐ A learning process ✓

16. Are PCs an automation technology? \*  
(4/4 Points)

- ☐ Yes, as in services they play the role played by robots in manufacturing.
- ☒ No, as they support rather than replace knowledge work. ✓
- ☐ No, as they are not used in a production line, unlike robots.
- ☐ Yes, as information technology is mainly an automation technology.

### Why is knowledge management complex?

- [x] Because unstructured knowledge must be transformed into structured information to be stored in the mainframe.
- [x] Because it involves the extraction of new knowledge on customers from knowledge workers.
- [ ] Because it involves the use of PCs and hence a significantly broader software variety.
- [x] Because it requires the design of new procedures to use knowledge to innovate (products&services, processes...).

---

### What are enabling technologies of the horizontal and vertical IT integration in service companies?

- [x] PCs
- [x] Client-server architectures
- [ ] The Web
- [ ] Automation
- [ ] MRP

### The knowledge management process requires:

- [x] The extraction of new knowledge on customers from knowledge workers
- [x] The transformation of this knowledge into structured information to be stored in the mainframe
- [ ] The design of new procedures to use this knowledge to obtain greater production efficiency
- [x] A learning process

### Are PCs an automation technology?

- [ ] No, as they are not used in a production line, unlike robots.
- [x] No, as they support rather than replace knowledge work.
- [x] No
- [ ] Yes
- [ ] Yes, in manufacturing
- [ ] Yes, in services
- [ ] Yes, as in services they play the role played by robots in manufacturing
- [ ] Yes, as information technology is mainly an automation technology.

### PC Applications are:

- [ ] procedural, repetitive
- [x] Flexible and user-oriented
- [x] Various (vast range of applications)
- [x] Usable (user-friendly)

---

11. What is the role played by PCs in BPR (service companies)? \*

(4/4 Points)

- ☐ PCs are used to collect information on knowledge workers and calculate their incentives in real time.
- ☒ PCs are used to collect information that is then stored in the operational database in a structured format. ✓
- ☒ PCs are used to execute desktop applications embedding service procedures. ✓
- ☐ PCs store all the information regarding the customers served by the agency where the PC is located.

12. Why is knowledge management complex? \*

(0/4 Points)

- ☐ Because it involves the use of PCs and hence a significantly broader software variety.
- ☒ Because it requires the design of new procedures to use knowledge to obtain greater service customization. ✓
- ☐ Because unstructured knowledge must be transformed into structured information to be stored in the mainframe. ✓
- ☒ Because it involves the extraction of new knowledge on customers from knowledge workers. ✓

10. Are PCs an automation technology? \*

(0/4 Points)

- ☐ Partly, as they support rather than replace knowledge work. ✓
- ☒ No, as they are not used in a production line, unlike robots.
- ☐ Yes, as information technology is mainly an automation technology.
- ☐ Partly, as in services they play the role played by robots in manufacturing and indeed they automate some activities (e.g. preparing a document using a template instead of retyping a new document every time). ✓

19	Francalanci	Single	What are enabling technologies of business process reengineering in service companies?	A	PCs and client-server architectures.	X
				B	PCs only.	
				C	Client-server architectures only.	
				D	PCs and client-server architectures integrated into a unified Web information system.	