



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 <u>service production and distribution</u> 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 ✓

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. ✓
- ☒ 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.

12. Why is knowledge management complex? *
(0/4 Points)

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- ☐ 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)

هم مرتبه اند یا نه؟ No

- ☐ 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). ✓