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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec - 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **14CS3061** | **Duration :** | **3hrs** |
| **Sub. Name :** | **KNOWLEDGE MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course outcome** | **Marks** |
| 1. | a. | With neat sketch explain the technical layers of the Knowledge Management system. | CO1 | 15 |
| b. | Describe the Nonaka’s model of Knowledge creation and transformation. | CO2 | 5 |
| (OR) | | | | |
| 2. |  | Discuss in detail about the how knowledge capturing process can be enhanced using single and multiple experts. | CO3 | 20 |
| 3. |  | Write note notes on the following codification tools.   1. Knowledge map 2. Decision table 3. Decision tree 4. Frames | CO2 | 20 |
| (OR) | | | | |
| 4. | a. | Consider the following rules:  R1 IF a=10  AND b=15  THEN c=20  R2 IF a=10  THEN c=20  Of the two rules, which rule is subsumed by the other? Why? | CO1 | 5 |
|  | b. | List the various user acceptance test criteria in system testing phase. | CO2 | 5 |
|  | c. | Elucidate on the different knowledge transfer methods. | CO2 | 10 |
| 5. | a. | Describe in detail about the various classifications of Association Rules. | CO3 | 10 |
|  | b. | Explain how classification trees are used as powerful tool for classification and prediction with suitable example. | CO2 | 10 |
| (OR) | | | | |
| 6. |  | Draw and explain the operational and analytical components of Customer Relationship Management (CRM) in it’s technical configuration. | CO1 | 20 |
| 7. |  | Elaborate in detail about the key portal technologies needed to build portals. Draw architecture to depict the layers of Knowledge portal. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Elucidate on the legal issues to be considered in the knowledge sharing process. | CO1 | 20 |
|  | | **Compulsory:** |  |  |
| 9. | a. | Illustrate by example the possible relationship between:  (i) Knowledge and information.  (ii)Knowledge and data. | CO2 | 5 |
|  | b. | Explain about the different classifications of knowledge. | CO1 | 5 |
|  | c. | A business manager, a programmer, and a psychologist all want to become Knowledge Management designers. Whom do you feel have the least difficulty? Why? | CO1 | 10 |

ALL THE BEST