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



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

**Supplementary Examination – June – 2017**

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| **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. | Illustrate by example the possible relationship between:  (i) Knowledge and information.  (ii)Knowledge and data. | CO1 | 10 |
| b. | Describe about the various classifications of knowledge. | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | Defend the following argument with justifications. “A business manager, a programmer, and a psychologist all want to become Knowledge Management designers”. Whom do you feel will have the least difficulty? Why? | CO2 | 10 |
| b. | Discuss in detail about the key similarities and differences between conventional life cycle and KM life cycle. | CO1 | 10 |
| 3. | a. | Explain the technical layers of the Knowledge Management system with neat sketch. | CO2 | 15 |
|  | b. | Describe the Nonaka’s model of Knowledge creation and transformation. | CO3 | 5 |
| (OR) | | | | |
| 4. | a. | List the advantages and disadvantages of using multiple experts in the knowledge capture process. | CO2 | 10 |
|  | b. | Explain in your own words about the distinctive features of on-site observation. What kinds of problem does it pose? | CO3 | 10 |
| 5. |  | Compare and contrast the features of different codification tools used to codify knowledge. | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Summarize the impact of the errors identified during logical testing. |  |  |
|  | a. | Circular error. | CO2 | 5 |
|  | b. | Consider the rule  R1 IF a= 10  AND b=15  THEN c=20  R2 IF b=15  AND a=10  THEN c=20  Check whether the rules are redundant. If so, Justify. | CO3 | 5 |
|  | c. | Subsumed error. | CO2 | 5 |
|  | d. | Unusable rule. | CO1 | 5 |
| 7. | a. | Describe in detail about the various classifications of association Rules. | CO3 | 5 |
|  | b. | Differentiate between supervised learning and unsupervised learning. | CO2 | 5 |
|  | c. | Explain how classification trees are used as powerful tool for classification and prediction with suitable example. | CO2 | 10 |
| (OR) | | | | |
| 8. |  | Estimate the importance of operational and analytical components of Customer Relationship Management (CRM) in it’s technical configuration with a neat block diagram. | CO1 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Point out the legal issues to be considered in the knowledge sharing process. | CO1 | 20 |

ALL THE BEST