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



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

**End Semester Examination – April/May– 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. | Define Decision Support System (DSS). Draw a schematic diagram to show the relationship between data, information and knowledge. | CO1 | 10 |
| b. | Describe 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. |  | Explain the technical layers of the Knowledge Management system with neat sketch. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Discuss in detail how complex problems can be resolved using knowledge capturing techniques. | CO2 | 20 |
| 5. |  | Summarize the distinguishing features of the following codification tools.   1. Knowledge map 2. Decision table 3. Decision tree 4. Case Based Reasoning | CO3 | 20 |
| (OR) | | | | |
| 6. | a. | List the goals of logical testing. Distinguish between logical testing and user acceptance testing. | CO1 | 10 |
|  | b. | Examine the ways in which complex problems in the project can be resolved using various knowledge transfer methods. | CO2 | 10 |
| 7. | a. | Discuss the working of neural network to solve cumbersome problems that traditional computers have found difficult to track. | CO3 | 10 |
|  | b. | 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). | CO1 | 20 |
|  | | **Compulsory:** |  |  |
| 9. | a. | Elaborate in detail the key portal technologies needed to build portals. Draw architecture to depict the layers of Knowledge portal. | CO1 | 15 |
|  | b. | List the key functionalities of knowledge management portal. | CO2 | 5 |

ALL THE BEST