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

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **17CS3049** | **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. | Discuss about various challenges in building KM systems. | CO1 | 5 |
| b. | What is your understanding of a human expert? How would you select one? | CO1 | 5 |
| c. | Briefly highlight the functions and attributes of the chief knowledge officer (CKO). | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | In what ways do conventional and knowledge management systems development cycles differ? How are they similar? Explain. | CO1 | 10 |
| b. | Discuss about different stages of KM life cycle along with suitable example. | CO1 | 10 |
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| 3. | a. | State the pros and cons of using single and multiple experts in knowledge management systems. | CO2 | 5 |
| b. | Describe about various classification of human knowledge in terms of Nonaka’s model. | CO2 | 5 |
| c. | Explain briefly about the key components of the collaborative intelligence layer? Cite some prerequisite criteria for an effective collaborative layer. | CO2 | 10 |
| (OR) | | | | |
| 4. | a. | In what way does consensus decision making follow brainstorming? Explain. | CO2 | 10 |
| b. | Describe the following:   1. Repertory grid. 2. Nominal group technique. 3. Concept mapping. | CO2 | 10 |
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| 5. | a. | What are the prerequisites for knowledge transfer? Also discuss about the different strategies of knowledge transfer with a real-time example for each. | CO6 | 10 |
| b. | Discuss about the role of internet in knowledge transfer and sharing. | C06 | 10 |
| (OR) | | | | |
| 6. | a. | Discuss about various codification tools and procedures of knowledge management. | CO3 | 10 |
| b. | Who should do the user acceptance testing? Should it be the end user or the domain expert? or The knowledge developer? Explain. | CO5 | 5 |
| c. | What are the two main types of testing for knowledge base systems? Explain in detail the various approaches of logical testing each with an example. | CO5 | 5 |
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| 7. |  | Describe about the various technologies used to transfer knowledge in the e-world. | CO6 | 20 |
| (OR) | | | | |  | Briefly elaborate on the role of Internet in knowledge transfer. |
| 8. | a. | Discuss about the role of Data Mining in Customer Relationship Management. | CO4 | 5 |
| b. | Differentiate supervised and unsupervised learning. | CO4 | 5 |
| c. | Discuss your view on “ Neural Network Application in Business”. | CO4 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | What is a knowledge worker? Briefly explain personality and professional attributes of the knowledge worker. | CO6 | 10 |
| b. | Elaborate on the business roles in the learning organization. Cite any one company that qualifies as learning organizations in India. | CO6 | 10 |