



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – COMPUTER SCIENCE

FOURTH SEMESTER – APRIL 2014

CS 4204 - KNOWLEDGE BASED DOMAIN

Date : 01/04/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer all

10x2 = 20 marks

1. What is intellectual capital?
2. What Knowledge Management is not about?
3. What are the sources of knowledge that feed a KM System.
4. What is information?
5. Write any 4 factors that indicate the readiness for KM.
6. Write down the objectives of Nabisco's "Journey".
7. What is business plan?
8. What is 401(K)?
9. Write any two advantages of Promotion- based incentives
10. What is **ESOP**?

PART – B

Answer all

5x8 = 40 marks

- 11.a) Discuss in brief the Knowledge Integration across levels.
(or)
b) Explain in brief about the three fundamental processes of KM.
- 12.a) Discuss in brief about the Drivers of Knowledge Management.
(or)
b) Explain about the levels of professional knowledge.
- 13.a) Discuss in brief about the best practices of KMPG.
(or)
b) Explain in brief about the expense management.
- 14.a) Write down the features of HR Web in brief.
(or)
b) Explain in brief about the features of HeadTrax.

15. a) Explain in brief about the knowledge growth model of the firm.

(or)

b) Explain in brief about how incentives promote the attitude of employee.

PART- C

Answer any Two

2x 20 =40 marks

16. i) Discuss in detail about the Components of Knowledge Management.

ii) Explain in detail about the Knowledge Management's value proposition.

17. i) Explain in detail about the 10 Step Knowledge Management Road Map.

ii) Explain Customer Management and Sales Management in detail.

18. i) Explain the determinants and implications of worker ownership

ii) Explain the process of performance appraisal and the importance of performance review.
