



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A.DEGREE EXAMINATION – ECONOMICS

FOURTHSEMESTER – APRIL 2018

CS 4204- KNOWLEDGE BASED DOMAIN

Date: 02-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

ANSWER ALL THE QUESTIONS:

(10*2=20)

1. What is tacit knowledge?
2. What are economic drivers?
3. List out the dimensions of knowledge.
4. List down the filters that are used to convert data to information.
5. What is CRM?
6. Define Service.
7. What do you mean by Decision?
8. What is skill alignment?
9. What are stages that are involved in knowledge growth model of the firm?
10. What does mediated service mean?

SECTION –B

ANSWER ALL THE QUESTIONS:

(5*8=40)

11. (a) List down and explain the technology drivers.
(OR)
(b) Discuss about Development of KM.
12. (a) Explain in detail about 5 C's Filter.
(OR)
(b) Explain about the components of knowledge.
13. (a) Describe about the characteristics of service.
(OR)
(b) Briefly explain about the benefits of CRM.
14. (a) List out and explain about the elements of staffing process.
(OR)
(b) List out and explain about the methods of training.
15. (a) Write a short note on smarter organization.
(OR)
(b) Discuss about smart incentives.

SECTION – C

ANSWER ANY TWO QUESTIONS

(2*20=40)

16. (a) Explain briefly about creating a knowledge edge.

(b) List the steps of road map that leads to Knowledge Management. Explain any three in detail.

17. (a) Describe the factors involved in service design.

(b) Explain the benefits appraisal scheme.

18. (a) Explain about emerging trends and implication.

(b) What are the roles of state of managers in firms in the history of business?

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