



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – NOVEMBER 2016

CS 4204 - KNOWLEDGE BASED DOMAIN

Date: 11-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

ANSWER ALL THE QUESTIONS:

(10X2=20)

1. Define tacit knowledge ?
2. What are the types of knowledge? Give example.
3. Mention the difference between Information and Noise.
4. Mention the classification of Knowledge.
5. Which product development process is created by NABISCO?
6. What is the ultimate aim of Knowledge management in managing customers?
7. What is Business Plan?
8. Which expense reporting application is directly linked with SAP?
9. What do you mean by ESOPs?
10. Define the term: Oligarchies tendencies.

SECTION-B

ANSWER ALL THE QUESTIONS:

(5X8=40)

- 11 a) List out the technology drivers and their characteristics.
(OR)
b) Explain about Knowledge Management's value proposition.
- 12 a) Explain about 5 C's Filter.
(OR)
b) Write down the differences between Tacit and Explicit Knowledge.
- 13 a) Explain the functionalities of KWorld in project management.
(OR)
b) Explain Connect Austria Snapshots and its characteristics.
- 14 a) Explain skill alignment in staffing.
(OR)
b) Write down the roles of Data Tracker in trend analysis
- 15 a) Explain Knowledge Growth Model with a block diagram.
(OR)
b) Write down the positive factors that involved in worker ownership.

SECTION-C

ANSWER ALL THE QUESTIONS:

(2X20=40)

16. i) Explain knowledge centric drivers and their types **(10)**
ii) What are the phases involved in the 10 steps of the Knowledge Management Road Map.
Explain any four **(10)**
17. i) Explain the Microsoft's MSDN snapshot and its features. **(10)**
ii) Explain HRWeb and its characteristics. **(10)**
18. i) Explain about Smarter Incentives of Knowledge-Based Firm. **(10)**
ii) Explain about "New Product Development". **(10)**
