LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Sc.** DEGREE EXAMINATION – **COMMERCE**

FOURTH SEMESTER – **APRIL 2012**

# CS 4204 - KNOWLEDGE BASED DOMAIN

 Date : 19-04-2012 Dept. No. Max. : 100 Marks

 Time : 1:00 - 4:00

**SECTION – A**

**ANSWER ALL THE QUESTIONS:**  **(10\*2=20)**

1. What is Knowledge?

2. Define the two types of Knowledge.

3. Write down any four differences between Information and Knowledge.

4. List down the filters that are used to converts data to information.

5. Define Process.

6. What is Service Blue printing?

7. What is Business Plan?

8. Write down the definition for Staffing.

9. Define the term ESOP’s.

10. What is Knowledge Based firm?

**SECTION –B**

**ANSWER ALL THE QUESTIONS:**  **(5\*8=40)**

11. (a) What is value that Knowledge Management brings into our Business? Explain in

 Detail.

(OR)

 (b) Explain briefly about creating a Knowledge Edge.

12. (a) How data’s are converted into Knowledge?

(OR)

 (b) Write down the differences between Tacit and Explicit Knowledge.

13. (a)Write a Short Notes on Customer utility model.

(OR)

 (b)What are all causes of New Product Failures? Explain in detail.

14. (a) Explain about the stages involved in Sales Management.

(OR)

 (b) Write short notes on Expense Management.

15. (a) How to make money from Knowledge? Explain in detail.

(OR)

 (b)Explain about Knowledge growth Model of the firm.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS:**  **(2\*20=40)**

16. (a) Explain in detail about Drivers in Knowledge Management.

 (b) Discuss about The levels of Professional Knowledge.

17. (a) Elaborate in detail About Process Design.

 (b) How to Developing a Performance Appraisal? Explain in detail.

18. (a) Discuss in detail about How Knowledge Management Are used in Organization

 With an example.

 (b) Explain in detail about New Product Development.

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