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VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN  
[AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY, CHENNAI]  
Elayampalayam – 637 205, Tiruchengode, Namakkal Dt., Tamil Nadu.

**Question Paper Code: 50009**

B.E. / B.Tech. DEGREE END-SEMESTER EXAMINATIONS – NOV. / DEC. 2024

Seventh Semester

Information Technology

U19CSV36 – KNOWLEDGE MANAGEMENT

(Regulation 2019)

Time: Three Hours

Maximum: 100 Marks

Answer ALL the questions

Knowledge Levels	K1 – Remembering	K3 – Applying	K5 - Evaluating
(KL)	K2 – Understanding	K4 – Analyzing	K6 - Creating

PART – A

(10 x 2 = 20 Marks)

Q.No.	Questions	Marks	KL	CO
1.	Tell what type of knowledge can be articulated, codified, and stored in certain media?	2	K1	CO1
2.	Contrast systematic knowledge from conceptual knowledge.	2	K2	CO2
3.	What do you mean by Return-on-equity?	2	K1	CO3
4.	Which capital creates the leverage and flexibility to rapidly deploy new knowledge and create an ever-changing array of products and services?	2	K1	CO2
5.	What is Repertory Grid?	2	K2	CO4
6.	Briefly explain Consensus Decision Making.	2	K1	CO2
7.	State the need for user training.	2	K1	CO1
8.	How logical testing is different from user acceptance testing?	2	K2	CO5
9.	What is association rule learning?	2	K1	CO2
10.	Classify some Knowledge Management Protocols.	2	K2	CO3

PART – B

(5 x 13 = 65 Marks)

Q.No.	Questions	Marks	KL	CO
11.	a) Briefly explain Zack Knowledge Management Model and elaborate how it is different from Bukowitz Williams Model. (OR)	13	K1	CO1
	b) Explain Knowledge Management life cycle.	13	K1	CO4
12.	a) Briefly explain the architecture of Nonaka's Model for Knowledge Creation and Transformation. (OR)	13	K1	CO5
	b) State the differences between Conventional System Life Cycle versus KM System life cycle.	13	K1	CO4
13.	a) Briefly explain the use of Blackboarding as a Knowledge Discovery system. (OR)	13	K2	CO3
	b) Briefly explain the relationship between Fuzzy reasoning and its temporal characteristics for Knowledge Management System.	13	K2	CO2
14.	a) Briefly explain each factor for successful KM system implementation. (OR)	13	K1	CO1
	b) Briefly discuss about User Acceptance Testing and Logical testing for Knowledge management system.	13	K1	CO3
15.	a) How Decision Making Architecture plays a significant role in Knowledge Management system? (OR)	13	K2	CO4
	b) Write a detailed note on		K1	CO2
	i. KM System tools.	8		
	ii. Role of internet in Knowledge Transfer.	5		

PART – C

(1 x 15 = 15Marks)

Q.No.	Questions	Marks	KL	CO
16.	a) A high-tech firm designed a KM system for the student housing office of a major university in March 2002 and made the system available through the university's intranet; three campuses were involved. After the system passed verification and validation, the knowledge developer held a wrap-up meeting with representative end users from each branch. She spent 2 hours going through the	(5+5+5)	K1	CO3

operations manual and running examples through the newly installed system to demonstrate ease of use and ease of access.

The attendees were quite impressed with the many features—a color screen, easy-to follow menu, and display of the reasons to justify all kinds of answers. The system also links legacy databases such as tuition adjustment and meal plans, depending on the housing arrangements. One month after the 2-hour training session, the knowledge engineer sent a questionnaire to all attendees, who, by then, were end users of the KM system. Some of the questions were as follows:

- Did the operations manual help you understand the system?
- Did the knowledge developer give you a working understanding of the system?
- Did you understand the questions asked by the system?
- Does the system meet your expectations? If not, please offer any suggestions you might have.
- Did the system provide adequate and correct answers?
- Do you think that the system is usable in your environment with immediate change? Be specific.
  - i. Based on the information provided, evaluate the training approach followed by the knowledge developer.
  - ii. Could you deduce a training plan in this case? Explain.
  - iii. Critique the questionnaire used to follow up on the installation.

(OR)

- b) A KM system for a large retailer was designed to help human resources develop a qualified candidate pool from many applications they receive on a daily basis. The knowledge on hiring available in the KM knowledge base suggests the wage each accepted applicant should receive, based on his or her skills and relevant experience. The three positions addressed are (8+7) K2 CO4
- i. floor salesperson,
  - ii. customer service Representative, and
  - iii. gift wrap employee.

The system encodes the knowledge of the expert in each area and the knowledge of the person who makes the hiring decisions into rules that are used to perform the task. The store's human resources manager played a key role throughout knowledge capture; her experience is stored in a specialized knowledge base. During her absence, a junior human resources person can query the knowledge base for information based on the expert's (human resources manager) opinion in various combinations of circumstances and constraints. This made certain decisions easy to make, which made the hiring process faster and improved the