# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.A.** DEGREE EXAMINATION – **ECONOMICS**

**FOURTH** SEMESTER – **APRIL 2016**

### CS 4204 / CA 4204 - KNOWLEDGE BASED DOMAIN

Date: 27-04-2016          Dept. No.                    Max. : 100 Marks
Time: 09:00-12:00

## PART A

**ANSWER ALL THE QUESTIONS**                    10 x 2 = 20

1.  Define "Knowledge".

2.  What are economic drivers?

3.  List out the dimensions of knowledge.

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

5.  According to Synder Health Care System, which they face while maintaining data in paper?

6.  Which server products were used in NABISCO?

7.  Define "Decision".

8.  What is skill alignment?

9.  Define ESOP's.

10. What does mediated service mean?

## PART B

**ANSWER ALL QUESTIONS**                    5 X 8 = 40

11. (a) List and explain technology drivers in brief.

**(OR)**

(b) Explain the steps to create a Knowledge Edge.

12. (a) What is the purpose of 5C filter? Explain all 5Cs.

**(OR)**

(b) What are the components of knowledge? Explain any four components.

13. (a) Explain customer utility model with block diagram.

**(OR)**

(b) Write down the benefits of CRM.

14. (a) What is HR Web? List down the advantages of HR Web.

**(OR)**

(b) Describe the role of employees in decision making.

15. (a) What are the roles of smarter organization?  Write down its characteristics.

**(OR)**

(b) Explain the knowledge growth model of the firm.

**PART C**

16. (i) Explain knowledge centric drivers and their types.

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

17. (i) Give the snapshot of KPMG in detail.

   (ii) Explain the benefits of appraisal schemes.

18. (i) How Knowledge Management is used in an Organization? Give an example.

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

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