FINAL EXAMINATION SECOND SEMESTER SESSION 2011/2012

COURSE CODE / NAME : STID3143 KNOWLEDGE MANAGEMENT
DATE : 23 JUNE 2012 (SATURDAY)
TIME : 2.30 – 5.00 P.M. (2 1/2 HOURS)
VENUE : DSB K. MAS

INSTRUCTION :

1. This book script contains NINE (9) QUESTIONS in ELEVEN (11) printed pages excluding the cover page.
2. Answer ALL the questions on the space provided.
3. You are NOT ALLOWED to remove the exam paper from the examination hall.

MATRIC NO : ____________________________
( with word )

( with number )

IDENTIFICATION CARD NO :

LECTURER : ____________________________

GROUP :  TABLE NO. : 

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

CONFIDENTIAL
1. Describe each types of knowledge in managing knowledge in an organization.
   a. Declarative knowledge
   b. Procedural knowledge
   c. Tacit knowledge
   d. Explicit knowledge
   e. General knowledge

   (5 MARKS)
2. Give **FIVE (5)** components of a rule based expert system. 

(5 MARKS)
3. Data Mining is one of the technologies that can be used to discover new knowledge.
   a. Give the definition of Data Mining
      
      (2 MARKS)

   b. Discuss how Data Mining technology contribute to Direct Marketing environment.
      
      (3 MARKS)
4. Discuss how Knowledge Application System takes place in managing tacit and explicit knowledge.

(5 MARKS)
5. Describe each Technologies for knowledge Application systems as below:
   a. Constraint-based Systems
   b. Model-Based Reasoning
   c. Diagrammatic Reasoning
   d. Variations of Case-Based Reasoning

(10 MARKS)
6. Describe briefly the concept of knowledge sharing system. List down the requirements for the success of a knowledge sharing system. Lastly, identify barriers to the use of knowledge sharing system.

(10 MARKS)
7. Describe briefly the concept of protecting intellectual property. Identify reasons why IP losses can happen in many ways.

(10 MARKS)
8. There exist differences in term of Data, Information and Knowledge as defined in Knowledge Management Context. However, Deming, a famous Quality Guru, criticized that conventional qualitative and quantitative study method, namely enumerative study, is commonly not truly a knowledge-based assessment, it merely a passive information provider. Based on his teachings, describe briefly the differences of "enumerative study" vs "analytic study" as he defined.

(20 MARKS)
9. Using Knowledge Management principles to analyze a case study for a new set up Cleaning Services Company, namely ABC Cleaning Services Sdn Bhd, at Kedah. This company consist a team of 50 cleaners employ locally. Their main customers from wide range of residential houses, commercial sites, and manufacturing plants. The company’s manager would like to request your IT expertise to analyze the information as listed below that they might applied in order to run their business effectively. They need your consulting services to help them to design a good manual information system using the entity-relationship diagram. The final design should be enable the company to operate its business and information transaction in an economic, timely processing, and productivity manner.

Cleaning Services Company’s information:
Cleaner Name, Cleaner Phone, Customer Name, Customer Phone, Customer Address, Service Request Date, Type of Service, Service Price, Payment Date.

a. Using Entity-Relationship Diagram principle to design a good manual information filing system that the company could operate its information transaction effectively.

(14 MARKS)
b. Discuss the detail output of your design that could bring benefit to this organization in the perspective of knowledge management in term of people, processes, products and overall performance.

(16 MARKS)

PEOPLE:

PROCESS:

PRODUCTS:

OVERALL PERFORMANCE: