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Question Paper Code: 49208

B.E./B.Tech. DEGREE EXAMINATION, APRIL 2018

Elective

Computer science and Engineering

14UCS908 – KNOWLEDGE BASED DECISION SUPPORT SYSTEMS

(Regulation 2014)

Duration: Three hours

Maximum: 100 Marks

PART A - (10 x 1 = 10 Marks)

1. _____ tries to integrate, within one organization, repetitive transaction processing systems, such as ordering, producing, packaging, costing, delivery, and billing. CO1-R
(a) Enterprise resource planning (c) Supply chain management
(b) Customer relationship management (d) Decision Support systems
2. _____ is a measure of the use of inputs (or resources) to achieve outputs. CO1-R
(a) Effectiveness (b) Efficiency (c) Verification (d) Validation
3. The _____ is a catalog of all the data in the database. CO2-R
(a) Data Index (b) Data File (c) Data Log (d) Data Directory
4. _____ is a graphical representation of a model used to assist in model design, development, and understanding. CO2-R
(a) Process diagram (c) Flow diagram
(b) Influence diagram (d) Transition diagram

5. _____ is a form of groupware that supports anytime/anyplace meetings. CO3-R
- (a) Group Support System (c) Electronic Meeting System
 (b) Enterprise Resource Management (d) Nominal Group Technique
6. _____ is a process that helps organizations identify, select, organize, disseminate, and transfer important information. CO3-R
- (a) Key Management (c) Knowledge Management
 (b) Expert Systems (d) Organizational Decision Support
7. _____ technology gives computer users the ability to communicate with a computer in their native language. CO4-R
- (a) Artificial Intelligence (c) Expert Systems
 (b) Natural language processing (d) None of these
8. _____ attempt to follow the evolutionary processes of biological systems in which the fittest survive and so are excellent learners. CO4-R
- (a) Genetic algorithms (c) Analogical reasoning
 (b) Neural computing (d) Inductive learning
9. _____ is a market mechanism whereby sellers place offers and buyers make sequential bids. CO5-R
- (a) Portal (b) Auction (c) E-Commerce (d) E-Market
10. _____ is the right to be left alone and the right to be free from unreasonable personal intrusions. CO5-R
- (a) Privacy (b) Individuality (c) Freedom (d) Uniqueness

PART – B (5 x 2= 10Marks)

11. State the reasons for need of computerized decision support system. CO1-R
12. List the several methods for handling multiple goals while working with MSS. CO2-R
13. Write a brief note on Microsoft NetMeeting. CO3-R
14. Compare conventional system with expert system. CO4-R
15. List the various types of E-commerce transactions. CO5-R

PART – C (5 x 16= 80Marks)

16. (a) (i) Elaborate Mintzberg's ten Management Roles. CO1-U (8)
(ii) Describe the case study of Group systems enhancing training of the Hong Kong Police Force. CO1-App (8)
- Or
- (b) Illustrate the phases of decision making process with suitable example. CO1-U (16)
17. (a) (i) Explain the components of MSS mathematical model with neat block diagram. CO2-U (10)
(ii) Discuss the issues of data quality with relevance to data integrity. CO2-U (6)
- Or
- (b) (i) Describe the characteristics of data warehousing. CO2-U (8)
(ii) Explain the three technology levels of DSS. Illustrate the relationships among them. CO2-U (8)
18. (a) Sketch an overview of the tools and their relationship to the major GSS activities. CO3-App (16)
- Or
- (b) (i) Describe about critical success factors. CO3-U (8)
(ii) Explain Financial and Non-Financial metrics of Knowledge management valuation. CO3-U (8)
19. (a) (i) Elucidate Knowledge Engineering process with neat sketch. CO4-U (8)
(ii) Explain the process of case-based reasoning with neat flow chart. CO4-U (8)
- Or
- (b) (i) Explain phases of Expert System Development using prototyping approach with neat schematic diagram. CO4-U (12)
(ii) State and explain the reasons for the success of agents. CO4-U (4)
20. (a) (i) Discuss in detail about the decisions faced by e-tailers. CO5-U (8)

- (ii) Elucidate the advantages and applications of E-Commerce. CO5-U (8)
- Or
- (b) (i) Illustrate the process of integrating Expert Systems into Decision Support System with neat sketch. CO5-U (8)
- (ii) Elaborate in detail about Internet Communities. CO5-U (8)