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UNIVERSITI SAINS MALAYSIA

First Semester Examination  
2011/2012 Academic Session

January 2012

**CCS515 – Advanced Knowledge Management**  
*[Pengurusan Pengetahuan Lanjutan]*

Duration : 2 hours  
*[Masa : 2 jam]*

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**INSTRUCTIONS TO CANDIDATE:**

*[ARAHAN KEPADA CALON:]*

- Please ensure that this examination paper contains **FOUR** questions in **SEVEN** printed pages before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi **EMPAT** soalan di dalam **TUJUH** muka surat yang bercetak sebelum anda memulakan peperiksaan ini.]*

- Answer **ALL** questions.

*[Jawab **SEMUA** soalan.]*

- You may answer the questions either in English or in Bahasa Malaysia.

*[Anda dibenarkan menjawab soalan sama ada dalam bahasa Inggeris atau bahasa Malaysia.]*

- In the event of any discrepancies, the English version shall be used.

*[Sekiranya terdapat sebarang percanggahan pada soalan peperiksaan, versi bahasa Inggeris hendaklah diguna pakai.]*

1. (a) Discuss the differences between the following:
    - (i) Knowledge economy and intellectual capital. (10/100)
    - (ii) Socialisation and combination (from Nonaka's four modes of knowledge conversion). (10/100)
    - (iii) Communities of practice and communities of interest. (10/100)
  - (b) (i) Describe knowledge management. (10/100)
  - (ii) Discuss some motivations for knowledge management. (20/100)
  - (c) (i) Highlight and discuss differences between the scenario- and questionnaire-based approaches in tacit knowledge explication. (20/100)
  - (ii) Describe the features of WebGrid 5. Use a simple example to illustrate your answer. (20/100)
2. (a) (i) How do ontologies facilitate efforts to model, acquire, and share knowledge? (10/100)
  - (ii) Suggest, describe, and illustrate the design of an organisational memory. Include an ontology in your design. (20/100)
  - (b) (i) Assuming you are required to come up with a knowledge management software suite made up of Web 2.0 applications. Select **three (3)** essential applications, and justify your choices. (20/100)
  - (ii) Show the knowledge structure and services (KSS) matrix and checklist for the knowledge management software suite from 2(b)(i). Explain your answer. (10/100)
  - (c) Describe **two (2)** ways or approaches in which knowledge can evolve in a knowledge-based system. (10/100)
  - (d) State and discuss the current trends in knowledge management. (30/100)

3. Business Analytics (BA) involve many methods of conducting data that can be organized in different ways and usually, BA is conducted on the data in the data warehouse.

(a) Define BA and explain its strategic value. (20/100)

(b) Relate BA to data warehousing. (10/100)

(c) List and describe the **three (3)** categories of Business Analytics shown in Figure 3.1. Choose one of the tools for each category and explain briefly.

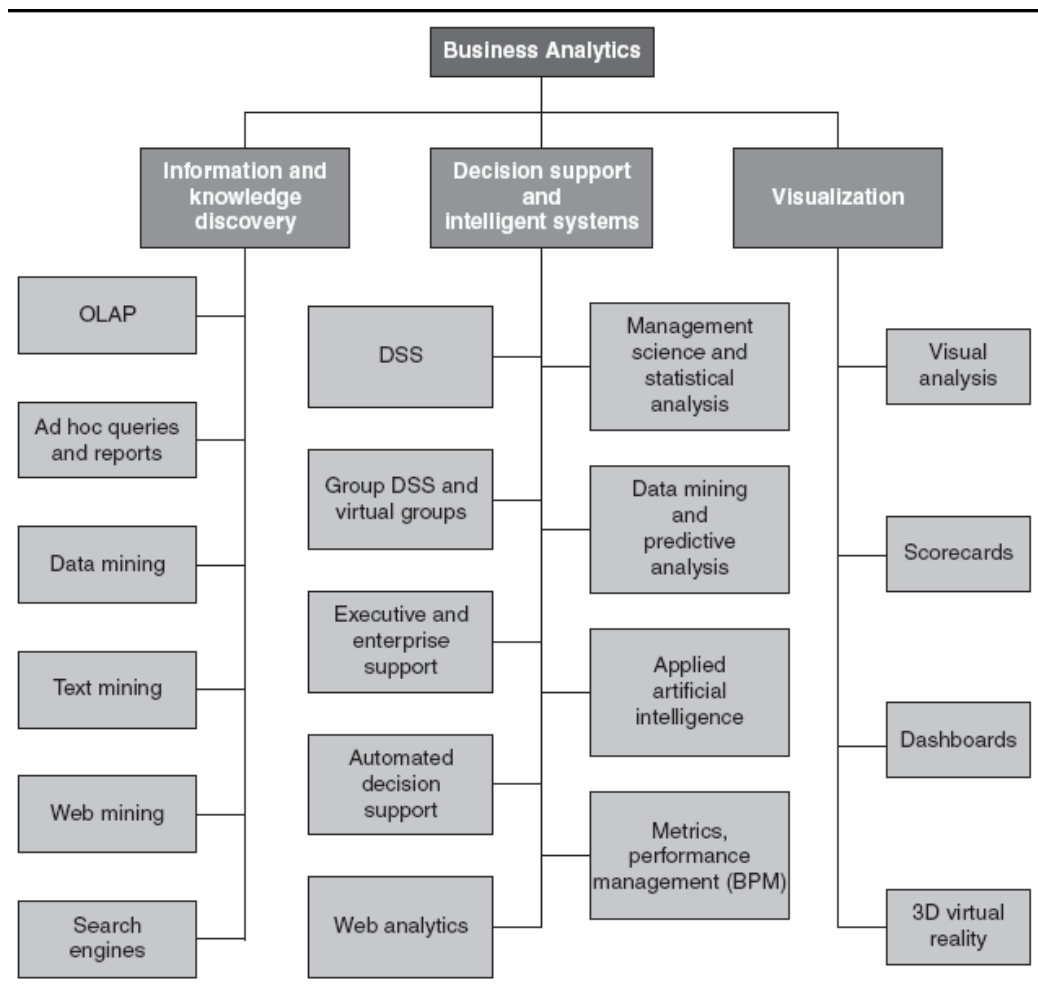


FIGURE 3.1 Categories of Business Analytics

(Reference: E. Turban, et al. (2007; 258). *Decision Support and Business Intelligence Systems*, 8 ed. New Jersey: Pearson Education, Inc.)

(45/100)

(d) Geographical information system (GIS) is an important business intelligence (BI). Define GIS and describe its benefits and applications.

(25/100)

4. (a) Today's companies recognize the value of strategic planning as well as the need for operational and execution excellence.
- (i) Why does a company need a well-formulated strategy? What are the values of strategic planning? Explain briefly. (25/100)
  - (ii) What are the basic tasks in the strategic planning process? (20/100)
- (b) Most companies use what is known as a diagnostic control system to monitor organizational performance and correct deviations from present performance standard.
- (i) What are the key elements of a diagnostic control system? Depict your answer in diagram. (35/100)
  - (ii) Give **five (5)** examples of the control system that can be used diagnostically. (20/100)

**KERTAS SOALAN DALAM VERSI BAHASA MALAYSIA**

[CCS515]

- 5 -

1. (a) Bincangkan perbezaan antara yang berikut:
    - (i) Ekonomi pengetahuan dan modal intelektual. (10/100)
    - (ii) Sosialisasi dan kombinasi (daripada empat mod penukaran pengetahuan). (10/100)
    - (iii) Komuniti amalan dan komuniti minat. (10/100)
  - (b) (i) Huraikan pengurusan pengetahuan. (10/100)
  - (ii) Bincangkan beberapa dorongan untuk pengurusan pengetahuan. (20/100)
  - (c) (i) Tunjuk dan bincangkan perbezaan antara pendekatan berasaskan scenario serta pendekatan berasaskan soal selidik dalam pengeksplikasian pengetahuan tersirat. (20/100)
  - (ii) Huraikan ciri-ciri WebGrid 5. Gunakan contoh yang mudah untuk menerangkan jawapan anda. (20/100)
2. (a) (i) Bagaimanakah ontologi dapat memudahkan usaha pemodelan, pemerolehan, serta pengongsian pengetahuan? (10/100)
  - (ii) Cadangkan, huraikan, and tunjukkan reka bentuk suatu ingatan organisasi. Sertakan satu ontologi dalam reka bentuk anda. (20/100)
- (b) (i) Andaikan anda perlu membina suatu set perisian pengurusan pengetahuan yang terdiri daripada aplikasi-aplikasi Web 2.0. Pilih **tiga (3)** perisian yang perlu, serta berikan justifikasi bagi pilihan anda. (20/100)
  - (ii) Tunjukkan matriks dan senarai semakan struktur dan perkhidmatan pengetahuan bagi set perisian pengurusan pengetahuan dari 2(b)(i). Terangkan jawapan anda. (10/100)
- (c) Huraikan **dua (2)** cara atau pendekatan yang mana pengetahuan boleh berevolusi dalam suatu sistem berasaskan pengetahuan. (10/100)

(d) Nyatakan dan huraikan trend semasa dalam pengurusan pengetahuan.

(30/100)

3. Analitik Urusniaga (BA) melibatkan beberapa kaedah pengendalian data yang boleh disusun dalam cara-cara yang berbeza dan selalunya BA mengendalikan data dalam gudang data.

(a) Takrifkan apa itu BA dan terangkan nilai strategiknya.

(20/100)

(b) Hubungkaitkan BA dengan pengudangan data.

(10/100)

(c) Senarai dan terangkan tiga kategori BA seperti yang ditunjukkan dalam Rajah 3.1. Pilih dan terangkan tentang salah satu alat bagi setiap kategori.

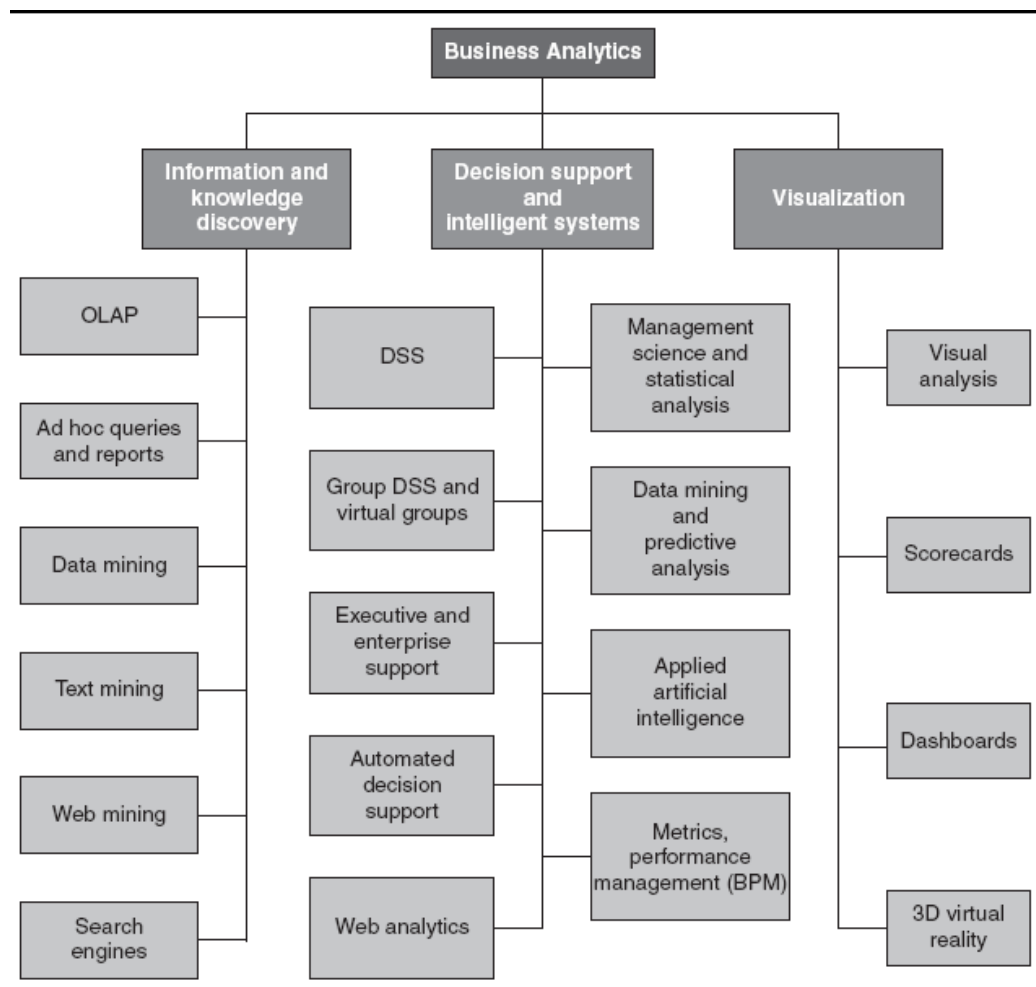


FIGURE 3.1 Categories of Business Analytics

(Rujukan: E. Turban, et al. (2007; 258). *Decision Support and Business Intelligence Systems*, 8 ed. New Jersey: Pearson Education, Inc.)

(45/100)

- (d) Sistem informasi geografi (GIS) merupakan kecerdasan urus niaga (BI) yang penting. Takrifkan apa itu GIS dan huraikan kebaikannya dan aplikasi GIS.  
(25/100)
4. (a) Syarikat-syarikat masa kini mengenal pasti nilai perancangan strategik dan juga keperluan kecerdasan pengendalian dan pelaksanaan.
- (i) Mengapa sesebuah syarikat itu memerlukan strategi yang dirangka dengan baik? Apakah nilai-nilai perancangan strategik?  
(25/100)
- (ii) Apakah tugas asas dalam sesuatu proses perancangan strategik?  
(20/100)
- (b) Kebanyakan syarikat menggunakan apa yang dikenali sebagai sistem kawalan diagnostik untuk mengawasi prestasi organisasi dan membetulkan penyelewengan daripada piawai prestasi kini.
- (i) Apakah unsur utama sistem kawalan diagnostik? Berikan jawapan anda dalam bentuk diagram.  
(35/100)
- (ii) Berikan **lima (5)** contoh sistem yang boleh digunakan secara diagnostik.  
(20/100)