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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 03-01-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** School of Commerce | **Program:** B.Com (Hons.) Business Analytics |
| **Course Code :** BCH3005 | **Course Name :** Data Transformation Using AI |
| **Semester**: 5 | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **11** | **11** | **26** | **26** | **26** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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|  **Answer ALL the Questions. (10 x 2 Marks = 20 Marks)** | **Bloom's Level**  | **CO** |

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| **1** | How do you prioritize big data use cases? | **2 Marks** | **Understand** | **CO1** |
| **2** | Retail industry is leveraging on big data analytics. Examine. | **2 Marks** | **Analyze** | **CO1** |
| **3** | What are constraints in business operations? Site an example. | **2 Marks** | **Remember** | **CO2** |
| **4** | How is AI leveraging the business processes? | **2 Marks** | **Evaluate** | **CO2** |
| **5** | What is local minima? | **2 Marks** | **Evaluate** | **CO3** |
| **6** | Sources of financial data are not trustworthy. Inspect. | **2 Marks** | **Remember** | **CO3** |
| **7** | Defend that recommender engines are improving customer experience.  | **2 Marks** | **Evaluate** | **CO4** |
| **8** | Text mining reveals customer choices. Inspect. | **2 Marks** | **Remember** | **CO4** |
| **9** | What is the role of AI in HR analytics? | **2 Marks** | **Remember** | **CO5** |
| **10** | Why is HR analytics important in machine learning? | **2 Marks** | **Remember** | **CO5** |

**Part B**

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|  **Answer ALL the Questions. (5 x 7 Marks = 35 Marks)** | **Bloom's Level**  | **CO** |
| **6** | **a** | Explain any 2 examples of solution engineering.  | **7 Marks** | **Evaluate** | **CO1** |
| **Or** |
| **b** | Engineered solutions always act wise. Justify. | **7 Marks** | **Understand** | **CO1** |

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| **7** | **a** | Explain the factors leading to AI adoption in finance industry.  | **7 Marks** | **Evaluate** | **CO2** |
| **Or** |
| **b** | Explain the process of deep learning. | **7 Marks** | **Apply** | **CO2** |

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| **8** | **a** | Explain multiple regression as a predictive analytics technique. | **7 Marks** | **Analyze** | **CO3** |
| **Or** |
| **b** | Explain Projection as a forecasting technique. | **7 Marks** | **Apply** | **CO3** |

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| **9** | **a** | How does the marketing analytics help personalize the product recommendation? | **7 Marks** | **Analyze** | **CO4** |
| **Or** |
| **b** | What is a churn prediction model? | **7 Marks** | **Understand**  | **CO4** |

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| **10** | **a** |  How do you create metrics to measure attrition? | **7 Marks** | **Apply** | **CO5** |
| **Or** |
| **b** | What are the measures helping the organizations to improve the employee engagement?  | **7 Marks** | **Analyze** | **CO5** |

**Part C**

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|  **Answer Any THREE Questions. (3 x 15 Marks = 45 Marks)** | **Bloom's Level**  | **CO** |

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| **11** | Examine the different types of business applications that use Big data for solution engineering.  | **15 Marks** | **Apply** | **CO3** |
| **12** | Risk analytics is one of the major applications of machine learning. Examine.  | **15 Marks** | **Analyze** | **CO3** |
| **13** | Process automation and performance monitoring of products and services are results of analytics. Justify. | **15 Marks** | **Evaluate** | **CO4** |
| **14** | What are the 4 core areas of HR where analytics play a vital role? Explain them. | **15 Marks** | **Apply** | **CO5** |