



Even Semester End Term Examination, May / June 2026

Date: 27/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: CBS2028

Course Name: AI for Managers

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	36	68	38	38

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Define Artificial Intelligence.	2	CO1	BT1
2	List any three types of AI.	2	CO1	BT1
3	Name two AI technologies used in voice assistants.	2	CO2	BT1
4	State the concept of supervised learning.	2	CO2	BT1
5	Recall the sources of data collection for AI model development.	2	CO3	BT1
6	Define model deployment in the AI lifecycle.	2	CO3	BT1
7	List any three types of AI-generated reports.	2	CO3	BT1
8	List the use of heat maps in data visualization.	2	CO4	BT1
9	Relate the differences between Tableau and Power BI.	2	CO4	BT1
10	Name any three types of charts used in data visualization.	2	CO4	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain the ethical considerations and societal implications of AI with suitable examples.	6	CO1	BT2
11.b	Explore the role of AI in transforming industries such as e-commerce, healthcare, and finance?	10	CO1	BT2

12.a	Outline the key milestones in the history of Artificial Intelligence and its advancements.	6	CO1	BT2
12.b	Explain why Artificial Intelligence (AI) is important for managers and how it can help improve decision-making and performance.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Discuss Robotic Process Automation. How is AI integrated into robotics and autonomous systems?	6	CO2	BT2
13.b	Compare the different types of AI—Narrow AI, General AI, and Super AI and their capabilities with real-world examples.	10	CO2	BT2
14.a	Interpret how neural networks function in an AI model and mention three key features of neural networks.	6	CO2	BT2
14.b	Summarize the different types of machine learning, highlighting the distinctions between supervised, unsupervised, and reinforcement learning.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain how Artificial Intelligence (AI) enhances Cloud Computing and the Internet of Things (IoT).	6	CO2	BT2
15.b	Explain NLP. How can an e-commerce platform use NLP to analyze product reviews and determine customer sentiment?	10	CO2	BT2
16.a	Explain the advantages and disadvantages of cloud computing for businesses? Provide relevant examples.	6	CO2	BT2
16.b	Explain how deep learning is used in image recognition and describe how it helps computers identify and classify images.	10	CO2	BT2

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Explain the purpose of predictive and prescriptive reports in business analysis	6	CO3	BT2
17.b	Apply the concept of model deployment in the AI lifecycle using a practical scenario	10	CO3	BT3
18.a	Outline the role of model selection, model training, and model evaluation in developing effective AI models	6	CO3	BT2

18.b	Apply the concepts of data collection and data preparation in the AI process with a suitable example	10	CO3	BT3
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Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Explain how bar charts are used to represent and compare business data in a simple and effective manner.	6	CO4	BT2
19.b	Apply data visualization techniques to support managerial decision-making using suitable examples.	10	CO4	BT3
20.a	Explain the differences between MS Excel, Power BI and Tableau as data visualization tools.	6	CO4	BT2
20.b	Apply the steps involved in the data visualization process to a simple business situation	10	CO4	BT3