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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF COMMERCE
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Course Code : BCH3005

Course Name : Data Transformation using AI analytics

Program : B.Com. Honors

Date : 10-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Explain briefly how Machine Learning is impacting the Marketing department in organizations.
(CO1) [Knowledge]
2. Define Machine Learning
(CO2) [Knowledge]
3. Define R2. How is it relevant in a linear regression model?
(CO2) [Knowledge]
4. List Principles of Decision trees
(CO3) [Knowledge]
5. Specify CHAID trees
(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Describe the assumptions that underlie linear regression models. Explain why these assumptions are important and how violations of these assumptions can impact the reliability of a linear regression model.
(CO2) [Comprehension]

- 7. Illustrate how AI-ML Influence on financial business (CO2) [Comprehension]
- 8. Describe Bayesian classification model steps (CO3) [Comprehension]
- 9. Explain Agglomerative Hierarchical clustering (CO3) [Comprehension]
- 10. Specify Boosting Algorithms and explain Adaptive Boosting algorithm (CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

- 11. Describe Gradient descent algorithm in Machine Learning (CO3) [Application]
- 12. Describe K-Means clustering and its applications. (CO3) [Application]