PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester V - 2021
Course Code : BBB3024
Course Name : Artificial Intelligence for Managers
Program : BBA

Date : 11-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.

PART A

ANSWER ALL THE QUESTIONS   **5 X 2M = 10M**

1. Define the concept of supervised learning with an example.

(CO1) [Knowledge]

2. Define Internet of Things (IoT), and can you provide two examples of its applications?

(CO2) [Knowledge]

3. List the importance of AI reports.

(CO3) [Knowledge]

4. Describe Data Visualization and its importance.

(CO4) [Knowledge]

5. List the importance Model Deployment in implimentation of AI systems.

(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **5 X 10M = 50M**

6. Describe the different types of AI systems.

(CO1) [Comprehension]

7. How does the Internet of Things (IoT) make things better in different industries? Explain with a suitable examples.

(CO2) [Comprehension]

8. Explain various Predictive reports generated in AI systems developmentn process.

(CO3) [Comprehension]

9. Explain 5 differences between Tableau and PowerBI Applications.

(CO4) [Comprehension]

10. Summarise five prescriptive reports generated in AI System Development process.

(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   **2 X 20M = 40M**

11. A global e-commerce company sought to enhance its customer support capabilities by implementing an AI-driven system. The goal was to streamline and optimize customer interactions, reduce response times, and improve overall satisfaction. The primary objective was to develop an AI system that could handle customer inquiries, provide real-time assistance, and seamlessly escalate complex issues to human agents when necessary. The system aimed to enhance the efficiency of customer support operations while maintaining a high standard of service.

How did the introduction of AI in customer support benefit the e-commerce company, and what specific AI components played a role in enhancing customer satisfaction and response efficiency? Interpret it.

(CO3) [Application]

12.

Product	2019	2020	2021	2022	2023
Laptop	1000	1200	1500	1800	2000
Mobile	750	900	1400	1800	2500
Electronics	1500	1800	2200	2800	3200
Furniture	2000	3000	4000	5000	6000
Home Appliences	800	950	1500	1800	2400

Prepare the charts manually by considering the given data.
1. Bar Chart - for the Year of 2023 for all the produts
2. Pie Chart for the product (Mobile) for all the Years
3. Line Chart for Furniture product for all the Years

(CO4) [Application]