PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023

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

Date : 6-NOV-2023
Time : 11:30AM - 1:00PM
Max Marks : 50
Weightage : 25%

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 2 = 10M)**

1. What is Artificial Intelligence and its importance in Global Business.   (CO1) [Knowledge]

2. Write about GPT-3, and how has it impacted natural language processing?   (CO1) [Knowledge]

3. Write an example of reinforcement learning application and explain how it works?   (CO1) [Knowledge]

4. What is cloud computing, and how does it benefit businesses and individuals?   (CO2) [Knowledge]

5. Describe how robots are employed in industrial automation processes?   (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(2 X 10 = 20M)**

6. Briefly explain the characteristics of Narrow AI, General AI, and Super AI and how it is differ from others.

                                                                                (CO1) [Application]

7. Define computer vision, and how does it differ from traditional image processing?

                                                                                (CO2) [Application]

ANSWER THE FOLLOWING QUESTION   **(1 X 20 = 20M)**

8. You're tasked with implementing an Internet of Things (IoT) solution for a smart agriculture project. The goal is to monitor soil moisture levels, control irrigation, and optimize crop yield. Outline the key steps you would follow, from defining project objectives and selecting hardware to ensuring data security and achieving sustainability. Provide insights into challenges you might encounter and how you would address them in this specific agricultural IoT context.

(CO2) [Application]