

School of Finance and Commerce

Commerce
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - E2UA420C - Ai Application in Business

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Mention the value of high-quality and readily-available data while deploying artificial intelligence for business. K1 CO1 (5)
2. Compare traditional and AI-based business. K1 CO1 (5)
3. Identify the common sources of Big Data in terms of business. K2 CO1 (5)
- 4) Create a strategy for gathering and preparing data to guarantee that it is appropriate for AI implementation in a business environment. K4 CO4 (10)

OR

- To ensure that the data is appropriate for the implementation of AI in a commercial setting, create a plan for data gathering and preparation. K4 CO4 (10)
5. Discuss the difference between structured, semi-structured, and unstructured data and their implications for data processing. K2 CO1 (10)
 6. Critically discuss how crucial knowledge acquisition is to the development of AI systems? K3 CO2 (10)
 7. Compare and contrast the various methods used in AI for knowledge representation. K3 CO2 (10)
 8. Examine the benefits and drawbacks of various reinforcement learning algorithms in commercial settings. K4 CO3 (15)
 - 9) How would you apply AI approaches to improve supply chain management in a commercial setting? Make a thorough plan. K5 CO4 (15)

OR

- To ensure that the data is suitable for AI deployment in a corporate context, create a plan for data collection and preparation K5 CO4 (15)
10. Create a long-term vision for integrating AI into the organisational structure that takes into account the current business and technological trends. K3 CO2 (15)