

# School of Finance and Commerce

Commerce  
ETE - Jun 2024

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. Identify the main characteristics of big data. K1 CO1 (5)
2. Compare and contrast structured, semi-structured, and unstructured data. K2 CO1 (5)
3. How big data can help in business? K1 CO1 (5)
  
4. Examine the effects of processing organised, semi-structured, and unstructured data in business. K2 CO1 (10)
5. Discuss the risks and challenges associated in managing a portfolio of AI initiatives. K3 CO2 (10)
6. Apply a certain approach of knowledge acquisition to a given AI-based business scenario and discuss its applicability. K3 CO2 (10)
7. How would you use AI techniques to automate customer support? Make a comprehensive plan. K4 CO4 (10)

### OR

- Discuss the effects of AI on the following industries: retail, banking, and healthcare K4 CO4 (10)
8. Examine the benefits and drawbacks of various AI knowledge representation approaches. K3 CO2 (15)
  9. Analyse the merits and demerits of different types of classification algorithms, such as decision trees, support vector machines (SVM), or naive Bayes. K4 CO3 (15)
  10. Create a strategy for implementing and integrating an AI solution into a genuine business system, taking into account any potential ethical issues. K5 CO4 (15)

### OR

- Describe the benefits and difficulties of incorporating AI technology into current business procedures. K5 CO4 (15)