

School of Hospitality**Bachelor of Hotel Management
Semester End Examination - Jun 2024****Duration : 180 Minutes
Max Marks : 100****Sem II - R1UC221T - AI for Managers**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

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| 1) | Describe the contributions of early AI pioneers. | K1(2) |
| 2) | How has the concept of AI evolved over time, and what are its main components? | K2(4) |
| 3) | How AI technologies have been applied in business contexts historically and today? | K2(6) |
| 4) | Explain the concept of unsupervised learning with a basic example? | K3(9) |
| 5) | Analysis on how AI transform business in todays digital world. | K3(9) |
| 6) | How do convolutional neural networks (CNNs) contribute to image recognition tasks in computer vision? | K5(10) |
| 7) | What are some examples of AI techniques employed in procedural content generation for generating game levels, maps, and environments dynamically? | K4(12) |
| 8) | Describe the vanishing gradient problem in deep neural networks | K5(15) |
| 9) | How are natural language processing (NLP) and sentiment analysis used in social media marketing to analyze customer feedback, sentiment, and trends? | K5(15) |
| 10) | How is artificial intelligence utilized in healthcare for tasks such as medical imaging analysis, patient diagnosis, and drug discovery? | K6(18) |