GALGOTIAS UNIVERSITY

| ADMISSION NUMBER |
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# School of Business

**Integrated Bachelor of Business Administration - Master of Business Administration**
**Semester End Examination - Jul 2024**

**Duration : 180 Minutes**
**Max Marks : 100**

## Sem IX - MSB21T2008 - AI for Business Management

*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) | Recall a brief overview of the history of Machine Learning (ML). Identify two significant milestones or breakthroughs in the development of ML. | K1(2) |
| 2) | Compare the term Atomic sentences, Complex sentences. | K2(4) |
| 3) | Describe the role of AI in transforming agriculture practices. Provide an example of how AI is used in precision agriculture. | K2(6) |
| 4) | Describe how AI can drive product innovation in businesses. Provide an example of how AI-powered data analysis can identify gaps in the market and inform the development of new products or features. | K3(9) |
| 5) | How can businesses leverage AI to enhance employee productivity? Give an example of how AI-powered workflow automation can streamline repetitive tasks and allow employees to focus on more strategic activities. | K3(9) |
| 6) | Compare and contrast the strengths and limitations of supervised and unsupervised learning in AI applications. Provide examples of situations where supervised learning is more appropriate, such as credit scoring, and where unsupervised learning excels, such as customer segmentation. | K5(10) |
| 7) | Contrast the role of Inference engine in business mangement. | K4(12) |
| 8) | Evaluate the impact of AI in the gaming industry for creating personalized player experiences. Discuss how AI algorithms adapt game environments and challenges based on player behavior, enhancing engagement and retention. | K5(15) |
| 9) | Justify the use of Support Vector Machines (SVM) and Genetic Algorithms in AI for addressing uncertainty and complex problems in business management. | K5(15) |
| 10) | Asses an AI-driven business transformation strategy for a logistics company. Explain how this strategy can enhance supply chain efficiency, customer satisfaction, and overall operational effectiveness. | K6(18) |