

ADMISSION NUMBER											

## School of Business

Integrated Bachelor of Business Administration - Master of Business Administration  
Semester End Examination - Nov 2023

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

- 1) How has the use of AI evolved in the field of business management over the years? K1 (2)
- 2) Compare the roles of Data Science and Machine Learning in extracting insights from data. How does Machine Learning contribute to the broader scope of Data Science? K2 (4)
- 3) How does AI contribute to the development of autonomous vehicles? Provide an example of how AI technologies enable self-driving cars to navigate safely. K2 (6)
- 4) How does first-order logic enhance knowledge representation in business systems? Give an example of how first-order logic can be used to represent relationships between customers, products, and purchases in a retail database. K3 (9)
- 5) Explain the role of an inference engine in business intelligence systems. Provide an example of how an inference engine can help diagnose technical issues in a manufacturing process based on sensor data and predefined rules. K3 (9)
- 6) Analyze the relationship between Data Science and Machine Learning from an analytical perspective. Discuss how Data Science supports Machine Learning by providing necessary data preparation, feature engineering, and domain knowledge. K5 (10)
- 7) Analyze the process of making simple business decisions under uncertainty. Explain how utility-based decision systems can be used to assign values to different outcomes and how the decision with the highest expected utility is chosen. K4 (12)
- 8) Discuss Model based agent with diagram. K5 (15)
- 9) Explain simple reflex agent with diagram. K5 (15)
- 10) Discuss the potential benefits and risks of using AI in business management, and evaluate its overall impact on business performance. K6 (18)