Total No. of Questions : 8]

SEAT No. :

PE3477

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S.Y. B.Com.

OE209COM - T : ARTIFICIAL INTELLIGENCE FOR CORPORATES - III

(2024 Pattern) (Semester - III) (O.E.)

Time : 2 Hours] *[Max. Marks : 35*

Instructions to the candidates:

1) *Question 1 is compulsory.*
2) *Attempt Any 6 Questions from Q.2 to Q.8.*
3) *Figures to the right indicate full marks.*

Q1) Multiple choice questions: **[5]**

a) Banking sectors use AI for _____.

i) Fraud Detection
ii) Transaction Summary
iii) Loan Sanction
iv) Account Creation

b) _____ AI tool integrate machine learning for smarter data visualization.

i) XML
ii) Tableau
iii) Google
iv) Oracle

c) _____ plays a vital role in digital marketing and SEO optimization.

i) Machine Language
ii) Database
iii) AI
iv) Programming Language

d) Google Bard is used for _____.

i) Content Creation ii) Coding
iii) Searching iv) Indentation

e) AI enhances decision-making by providing _____ analytics.

i) Predictive ii) Prescriptive
iii) Predictive and Prescriptive iv) Data

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Q2) Describe the role of AI in business decision-making with examples. **[5]**

Q3) Write short notes on AI in Finance and Operations. **[5]**

Q4) Explain different AI powered customer services used in marketing sector. **[5]**

Q5) Give examples of how AI is implemented in industries like healthcare, retail and logistics. **[5]**

Q6) Discuss the advantages and challenges of AI-powered business automation. **[5]**

Q7) Explain the basics of Artificial Intelligence (AI), Machine Learning (ML) and Natural Language Processing (NLP). **[5]**

Q8) Explain the role of ChatGPT and Canva AI in Corporate World. **[5]**

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