Total No. of Questions : 5]

SEAT No. :

P-3797

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[6025]-86
M.B.A.
404-BA-SC-BA-06 : ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

1) Neat diagrams must be drawn wherever necessary.
2) Figures to the right indicate full marks.
3) All questions carry equal marks.

Q1) Solve any five (2 marks each) :

a) What is Artificial Intelligence?

b) Explain Predicate Logic.

c) Define Depth-First Search.

d) Define K-Means algorithm.

e) What is machine learning?

f) Define Artificial Neural Networks (ANN).

g) What are the techniques used in data mining?

h) What are the elements of propositional logic?

Q2) Solve any two (5 marks each) :

a) What are the advantages and disadvantages of AI and society?

b) Explain stages of NLP.

c) Difference between supervised and unsupervised machine learning.

P.T.O.

Q3) Solve any one (10 marks each) :

a) Discuss the Applications of NLP in Business Customer Services.

OR

b) Discuss the Machine Learning Workflow.

Q4) Solve any one (10 marks each) :

a) Explain the process of mining the World Wide Web with various types of web mining.

OR

b) List the criteria to measure the performance of search strategies.

Q5) Solve any one (10 marks each) :

a) What is the difference between Simple Hill Generate and Test algorithm climbing?

OR

b) Draw and explain the architecture of Convolutional/Neural network.

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