PG – 1317

II Semester M.Com. Examination, October/November 2024
(CBCS) (2020-21)
COMMERCE
Paper – 2.7 : Soft Core – Artificial and Business Intelligence

Time : 3 Hours   Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks.

(7×2=14)

   a) Define Artificial Intelligence.

   b) What is NLP ?

   c) Give the meaning of knowledge mapping.

   d) State the meaning of forward thinking.

   e) What is Linear Regression ?

   f) What is Inductive Reasoning ?

   g) Write the concept of Benchmarking ?

   h) What is Supervised Learning ?

   i) Write a note on Decision Tree.

   j) Mention any two recent trends in Business Intelligence.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks.   **(4×5=20)**

2. Elucidate the advantages and disadvantages of Artificial Intelligence.

3. What is Recruitment analytics ? Explain.

4. What is Appreciative Intelligence ? Explain.

5. Write a note on components of Intelligent Cycle.

6. What is Competitive Intelligence ? Explain.

7. Highlight any two domains of Business Analytics.

P.T.O.

SECTION – C

Answer any two questions out of four. Each question carries twelve marks.

(2×12=24)

8. What are the Application Areas of Artificial Intelligence ? Explain.

9. Explain the approaches to knowledge representation.

10. Elucidate the types of Machine Learning.

11. Explicate the Applications of Big Data.

SECTION – D

Answer the following :

(1×12=12)

12. (Compulsory Skill-based question on Subject/paper) Skill-based question.

    As Artificially Intelligent machines become more and more powerful, their ability to accomplish tedious tasks is becoming better. Hence, it is now that AI machines have started replacing humans in factories. While people see it in a negative way and say AI has the power to bring mass unemployment and one day, machines would enslave humans, on the other hand, other people say that machines are meant to ease our lives. If machines over take monotonous and tedious tasks, humans should upgrade their skills to remain their masters always.

    a) What according to you is a better approach towards this ethical concern ? Justify your answer.

    b) Should AI replace laborious jobs ? Is there an alternative for major unemployment ?