

St. Claret College

Autonomous, Bengaluru

ROLL NO:

DATE:

PG END SEMESTER EXAMINATION-JULY/ AUGUST 2025

M.Com. SECOND SEMESTER

MCO 2724: ARTIFICIAL AND BUSINESS INTELLIGENCE

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

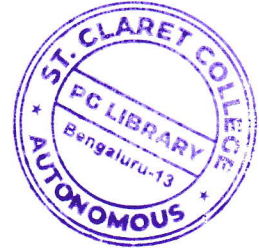
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SIX questions out of Eight. Each answer carries TWO marks.

[2x6 = 12]

1. What is Meta-knowledge?
2. Define Knowledge Mapping.
3. What is a Decision Tree?
4. What is the meaning of NLP (Natural Language Processing)?
5. Define Benchmarking in Artificial Intelligence.
6. What is the function of the Intelligent Cycle?
7. Define Inductive Reasoning.
8. Mention any two recent trends in Business Intelligence.



PART-B

Answer any THREE questions out of FIVE. Each answer carries EIGHT marks.

[8x3=24]

9. What are the application areas of Artificial Intelligence?
10. Explain the advantages and disadvantages of Artificial Intelligence.
11. What is Appreciative Intelligence? How is it used in business AI?
12. What is Human Capital Analytics? Explain its role in decision-making.
13. Discuss the benefits of Knowledge Sharing in organizations.

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks. [10X2=20]

14. Elucidate the types of Machine Learning with examples.
15. Explain the different types of Knowledge Representation techniques.
16. Describe the components and relevance of the Intelligent Cycle in AI.

PART-D

Answer the following.

[14X1=14]

17. Gilt Groupe is an online shopping platform that uses customer behavior data to recommend products and optimize inventory. The system uses click tracking, personalized alerts, and social media sentiment analysis to make predictions and enhance customer experience.

Questions:

- a) What makes this case study an example of Big Data analytics?
- b) What types of decisions does Gilt Groupe have to make using AI systems?
