

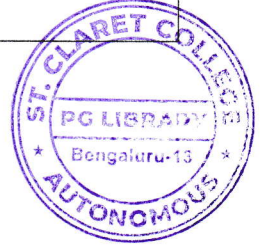
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St. Clare College

Autonomous, Bengaluru

ROLL NO:

DATE:



PG END SEMESTER EXAMINATION-JUNE/JULY 2026

M.Com: II 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 EIGHT questions out of TEN. Each answer carries TWO marks.

[8x2 = 16]

1. Can a machine be intelligent? Justify.
2. What is Contextual Intelligence?
3. Define Backward Thinking.
4. What is Linear Regression?
5. What is Competitive Intelligence?
6. Mention any two goals of Business Analytics.
7. What is Supervised Learning?
8. What is Descriptive Analytics?
9. What is cognitive science in AI?
10. Define Business Intelligence.

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[4x5=20]

11. What are the benefits of knowledge acquisition techniques in AI?
12. Write a note on the components of the Intelligent Cycle.

13. How is Big Data used in winning political elections?
14. What is Recruitment Analytics? Explain its significance.
15. Explain the role of Intelligent Systems in business.
16. Write a short note on Business Intelligence and its role in decision-making.

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks. [2X10=20]

17. What are the areas of Artificial Intelligence? Explain with examples.
18. Discuss the applications of Big Data in various industries.
19. Explain the types and features of Business Intelligence tools used today.

PART-D

Answer the following. Answer carries Fourteen Marks

[1X14=14]

20. 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 overtake 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?
