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II Semester M.Com. Degree Examination, Nov./Dec. 2023
(CBCS) (2020-21)
COMMERCE

2.7 : 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) Can machine be Intelligent ? Justify.
- b) What is Turing test ?
- c) What is Contextual Intelligence ?
- d) What is knowledge representation ?
- e) Define backward thinking.
- f) What is Linguistic Intelligence ?
- g) What is Auditory Learning ?
- h) What is Nexidia ?
- i) What is Machine-To-Machine (M2M) Communications ?
- j) What is Competitive Intelligence ?



SECTION – B

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

2. What are the benefits of knowledge sharing within an Organization ?
3. What is Human Capital Analytics ? Explain.
4. Explain the Intelligent Systems and its applications.
5. What is Supervised Learning ? Explain.

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6. How big data is used in Winning Political Elections ?
7. What is descriptive analytics ? Explain.

SECTION – C

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

(2×12=24)

8. Explain knowledge acquisition techniques.
9. Explain AI knowledge cycle.
10. What are the Areas of AI ? Explain with an example.
11. Explain the types of machine learning.

SECTION – D

12. Answer the following :

(1×12=12)

(Compulsory Skill-based Question on Subject/Paper) Skill-based Question.

The amount of medical information available is doubling every five years and much of this data is unstructured. Physicians simply don't have time to read every journal that can help them keep up to date with the latest advances. Mistakes in diagnosis are likely to happen and clients have become more aware of the evidence. Analytics will transform the field of medicine into Evidence-based medicine. How can healthcare providers address these problems ? IBM's Watson cognitive computing system can analyze large amounts of unstructured text and develop hypotheses based on that analysis. Physicians can use Watson to assist in diagnosing and treating patients. First, the



physician might describe symptoms and other related factors to the system. Watson can then identify the key pieces of information and mine the patient's data to find relevant facts about family history, current medications and other existing conditions. It combines this information with current findings from tests, and then forms and tests a hypothesis by examining a variety of data sources – treatment guidelines, electronic medical record data and doctors' and nurses' notes as well as peer-reviewed research and clinical studies. From here, Watson can provide potential treatment options and its confidence rating for each suggestion. Watson has been deployed at many leading healthcare institutions to improve the quality and efficiency of healthcare decisions; to help clinicians uncover insights from its patient information in Electronic Medical Records (EMR); among other benefits.

- 1) How would IBM Watson change medical practices in the future ? Explain.
 - 2) In what other industries and functions could this technology be applied ? Explain.
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