

MBEP 4005

M.B.A. DEGREE EXAMINATION, MAY 2026.

Fourth Semester

Common Elective

ARTIFICIAL INTELLIGENCE

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Discuss the different levels of machine intelligence Continuum.
2. Bring out the importance of evaluating the accuracy of ML models.
3. What are some best practices for building and deploying machine learning models in real-world applications?
4. Explain the importance of recommender systems in e-commerce and other applications.

5. How can organizations ensure data protection?
6. What are some techniques used to improve the performance of deep learning models?
7. Enumerate some challenges associated with using AI in marketing.
8. Explain the opportunities does AI present for plan implementation.

SECTION B — (5 × 8 = 40 marks)

Answer any FIVE questions

9. What skills do business leaders need to lead AI initiatives?
10. Explain the term reinforcement learning with suitable examples.
11. Discuss the importance of data preprocessing in building a machine learning model.
12. How can ML be used for credit risk assessment?
13. Explain the various principles of Privacy by Design.
14. Bring out the AI-powered HR tools help with employee development.

15. What are the advantages and disadvantages of using random forests in machine learning? How can random forests are used in business applications?
16. How can organizations ensure that AI is used responsibly and ethically?

SECTION C — (1 × 15 = 15 marks)

Answer the following questions.

17. DEF Sales Team use AI-powered chatbots to enhance customer engagement.
 - (a) What type of chatbot did they implement?
 - (b) How did they integrate it with their CRM?
 - (c) What benefits did they see in terms of customer satisfaction and sales?
 - (d) Give the suggestions to improve the customer application of chatbot system.