QP Code: R262D016 | Reg. No | | | | | | | | | | | AY - 24

Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)

M.B.A. (Second Semester) Regular Examinations, May – 2026

25MBPC208 – Artificial Intelligence and Machine Learning for Managers

(MBA)

Time: 3 hrs | Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A **(2 x 5 = 10 Marks)**

Q.1. Answer ***ALL*** questions		CO #	Blooms Level
a.	Discuss the various types of data.	CO1	K2
b.	Explain customer segmentation in the field of marketing using AIML application.	CO3	K1
c.	Discuss the difference between linear, multiple & logistic regression.	CO2	K2
d.	Explain the different types of AI in human-AI collaboration.	CO4	K1
e.	Discuss customer segmentation in the field of marketing using AIML application.	CO3	K2

PART – B **(10 x 5 = 50 Marks)**

Answer ***all*** questions

		Marks	CO #	Blooms Level
2. a.	Diagrammatically describe the various phases of Data Science.	5	CO1	K2
b.	Discuss the benefits of demand forecasting.	5	CO3	K2
	OR			
c.	Find the errors MAE, MSE, RMSE, R, and Adjusted R for the given values	10	CO3	K3

X	3	2	7	5	6	4	8
Y	5	6	9	10	12	8	13

3. a.	Find the class label of (3.7,4.3) using the KNN algorithm.	6	CO3	K3

X	3	4	7	5	8	6	2	10
Y	8	7	10	11	12	9	5	13
Class	A	B	A	B	A	B	A	B

b.	Explain the advantages & limitation of AI.	4	CO1	K2
	OR			
c.	Discuss credit score & its workflow in ML project.	5	CO1	K2
d.	Discuss the key pillars of AI strategy framework.	5	CO3	K1
4. a.	Calculate Accuracy and F1 Score of model if TP=43, TN=19, FP=33, FN=25	5	CO3	K3
b.	Describe various pillars of responsible AI adoption and the various components of Sustainable AI.	5	CO3	K2
	OR			
c.	Using the K-means clustering technique, utilise the given data into proper clusters with the initial cluster heads being (4,5) and (8,11)	6	CO3	K3

X	9	4	3	5	6	8	7
Y	13	5	8	9	10	11	12

d.	Explain sentiment analysis & its application in the field of marketing.	4	CO3	K2
5. a.	Discuss the various AIML adaptations in Netflix.	6	CO3	K2
b.	Discuss the capability of robot advisory in ML.	4	CO3	K1

	OR			
c.	Explain various types of transparency in AI models.	5	CO1	K2
d.	Explain the key application of AI in business intelligence.	5	CO3	K1
6. a.	Explain the workflow of resume screening using ML.	5	CO4	K2
b.	Discuss the application of ML in employee engagement.	5	CO3	K2
	OR			
c.	Discuss the various AIML adaptations in Google and Infosys.	10	CO3	K2

End of Paper