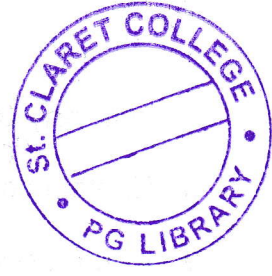II Semester M.Com. Examination, Nov./Dec. 2022
(CBCS Scheme) (2021-22)
COMMERCE
2.7 : Soft Core : Artificial and Business Intelligence

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer the questions as per **instructions**.*

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)

   a) What is Artificial Intelligence ?

   b) What is a decision tree ?

   c) What is Meta-knowledge ?

   d) What is forward thinking ?

   e) Define mind map.

   f) What is intelligent system ?

   g) What is benchmarking in Artificial Intelligence ?

   h) Name the tools for Intelligent decisioning.

   i) What is multitask learning ?

   j) What is BIG DATA ?

SECTION – B

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

2. What are the application areas of Artificial Intelligence ? Explain.

3. What is attrition analysis ? Explain.

4. Explain the types of Benchmarking.

5. What is unsupervised learning ? Explain.

6. What is Machine-To-Machine (M2M) Communications ? Explain.

7. What are the goals of business analytics ? Highlight.

P.T.O.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. Explain components of Artificial Intelligence.

9. What are ways to use a mind map technique ? Elucidate.

10. What are the Popular AI Models ? Explain any three.

11. Explain the sources of Big Data with examples.

SECTION – D

Answer the following questions.   **(1×12=12)**

12. Gilt Groupe is an online destination offering flash sales 'for major brands by selling their clothing and accessories. It offers its members exclusive discounts on high-end clothing and other apparel. After registering with Gilt, customers are sent e-mails containing a variety of offers. Customers are given a 36 to 48-hour window to make purchases using these offers. There are about 30 different sales each day. While a typical department store turns over its inventory two or three times a year, Gilt does it eight to 10 times a year. Thus, they have to manage their inventory extremely well or they could incur extremely high inventory costs. In order to do this, analytics software developed at Gilt keeps track of every customer click-ranging from what brands the customers click on, what colors they choose, what styles they pick and what they end up buying. Then Gilt tries to predict what these customers are more likely to buy and stocks inventory according to these predictions. Customers are sent customized alerts to sale offers depending on the suggestions by the analytics software. That, however, is not the whole process. The software also monitors what offers the customers choose from the recommended offers to make more accurate predictions and to increase the effectiveness of its personalized recommendations. Some customers do not check e-mail that often. Gilt's analytics software keeps track of responses to offers and sends the same offer 3 days later to those customers who haven't responded. Gilt also keeps track of what customers are saying in general about Gilt's products by analyzing Twitter feeds to analyze sentiment. Gilt's recommendation software is based on Teradata Aster's technology solution that includes Big Data analytics technologies.

    a) What makes this case study an example of Big Data analytics ?

    b) What types of decisions does Gilt Groupe have to make?