


<b>Name:</b>			
<b>Enrolment No:</b>			
<div><div>UPES</div><div>End Semester Examination, May 2025</div><div><div>Course: AI for Managers</div><div>Program: MBA Business Analytics KPMG</div><div>Course Code: DSBA 8028</div></div><div><div>Semester: 04</div><div>Time : 03 hrs.</div><div>Max. Marks: 100</div></div></div>			
<b>Instructions: Attempt all Questions</b>			
<div>SECTION A</div> <div>10Qx2M=20Marks</div>			
Q1.		Marks	CO
i	Which algorithm is commonly used for classification tasks? a) Linear Regression b) K-Nearest Neighbors c) Apriori d) K-Means	2	CO1
ii	Which is an example of AI in customer service? a) Automated billing b) Chatbots c) ERP systems d) HR software	2	CO1
iii	What is one of the biggest challenges of AI adoption in businesses? a) Too many AI engineers available b) High accuracy in all AI models c) Ethical and privacy concerns d) AI replacing all managerial roles	2	CO1
iv	AI can help in supply chain management through: a) Predictive demand forecasting b) Manual procurement c) Inventory overloading d) Linear budgeting	2	CO1
v	Which is a major ethical concern with AI? a) Speed of processing b) Data storage c) Bias in algorithms d) Software usability	2	CO1
vi	AI bias can lead to: a) Faster processing b) Unfair decisions c) Increased profits d) Accurate results	2	CO1

vii	Which of the following is critical for deploying AI systems in an organization? a) Office layout b) Data infrastructure c) Brand value d) Employee satisfaction	2	CO1
viii	What kind of data is needed for training an AI model effectively? a) Sparse and incomplete data b) Clean, labeled, and relevant data c) Compressed audio files d) Public opinion	2	CO1
ix	Why is ROI difficult to measure in AI projects? a) Lack of financial tools b) Long-term, indirect benefits c) Absence of data d) AI doesn't affect business outcomes	2	CO1
x	Why is AI model monitoring important post-deployment? a) To delete the model b) To reduce costs only c) To ensure accuracy over time d) To shut down servers	2	CO1

#### SECTION B

(Word limit 100-150 words) 4Qx5M= 20 Marks

2	Analyse how AI can be integrated into an organization's strategic framework to gain a competitive advantage	5	CO2
3	As a future manager, what role will you play in ensuring your organization implements AI responsibly.	5	CO2
4	Critically examine the implications of AI on workforce composition and employee skill requirements.	5	CO2
5	Suggest mitigation strategies that managers can implement to ensure ethical and responsible AI deployment in high-stakes business decision-making.	5	CO2

#### SECTION-C

(Word limit 300-500 words) 3Qx10M=30 Marks

6	Critically analyze the impact of Artificial Intelligence (AI) implementation on employment and income distribution across different socio-economic groups. Support your answer with real-world examples from different sectors.	10	CO3
7	Compare two industries (e.g., banking vs. manufacturing) in terms of AI cost-benefit trends and challenges in achieving ROI.	10	CO3
8	Draft an internal policy framework to ensure ethical use of AI in customer data handling in an e-commerce company.	10	CO3

#### SECTION-D

(Word limit 500-800 words) 2Qx15M= 30 Marks

9	<p>An Indian e-commerce platform is using AI to personalize customer recommendations and optimize pricing strategies. However, concerns have been raised about potential bias in the recommendation engine, leading to ethical and regulatory scrutiny.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>Identify potential sources of bias in the AI models and suggest mitigation strategies.</li> <li>Recommend steps to comply with regulatory guidelines on data privacy and algorithmic accountability.</li> <li>Define success metrics to evaluate the ethical performance of the AI system.</li> </ol>	15	CO4
10	<p>An Indian airline is considering implementing AI-powered chatbots to handle customer queries and ticket reservations. The airline expects to reduce operational costs, enhance customer satisfaction, and ensure 24/7 service availability.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>Conduct a cost-benefit analysis of implementing AI chatbots for the airline.</li> <li>Identify potential challenges and suggest mitigation strategies.</li> <li>Discuss how AI chatbots can improve customer experience and operational efficiency.</li> </ol>	15	CO4