Reg. No:

A

SNS College of Technology, Coimbatore-35.
(Autonomous)
Internal Assessment - I
Academic Year 2023-2024 (EVEN)
Second Semester
Department of Management Studies
23BAT615– Artificial Intelligence for Managers

Time: 1 ½ Hours   **Maximum Marks: 50**

Answer all the questions	CO	Level	Marks

PART A

1.	Define Artificial Intelligence	CO 1	R	2
2.	Analyze the various tools and platforms available for organizations to deploy AI and ML solutions.	CO 1	An	2
3.	Examine the role of storytelling in data visualization techniques for communicating insights derived from AI and ML models.	CO 1	An	2
4.	Differentiate supervised learning from unsupervised learning techniques in machine learning.	CO 2	An	2
5.	Analyze the use of clustering algorithms in unsupervised learning.	CO 2	An	2

PART B

6.	a)	Examine the importance of data in AI and ML applications. Discuss where organizations can find relevant data, and outline best practices for storing, manipulating, and attributing it to ensure quality and integrity.	CO 1	An	13

or

	b)	List down various data visualization techniques used in storytelling with data. How do these techniques help in conveying insights and making data-driven decisions?	CO 1	R	13

7.	a)	Analyze the steps involved in training a supervised learning model and give an example.	CO 2	An	13

or

	b)	A hospital wants to implement a machine learning system to predict the likelihood of readmission for patients with chronic diseases. Propose a supervised learning approach and discuss how you would evaluate the model's performance.	CO 2	App	13

8. **Case Study:**

a). A retail company wants to enhance its sales forecasting accuracy using AI and ML technologies. Discuss the steps involved in selecting appropriate tools and platforms for deploying predictive analytics solutions in this context.	CO 1	App	14

or

b) A retail company wants to personalize product recommendations for its customers. Outline a collaborative filtering	CO 2	App	14

approach using supervised learning to recommend products based on similar customers' purchase histories.

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