



SNS College of Technology

[An Autonomous Institution]

Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai

Accredited by NAAC-UGC with 'A++' Grade (Cycle III) &

Accredited by NBA (B.E CSE, EEE, ECE, Mech & B.Tech.IT)

COIMBATORE-641 035, TAMIL NADU

DEPARTMENT OF MANAGEMENT STUDIES



Academic Year : 2023-24 Semester : 02
Course Code : 23BAT615
Course Name : Artificial Intelligence for Managers
Unit : IV – AI & ML For Business Excellence

Questions [13 Marks]

1. Discuss how AI & ML can be integrated into an organization's strategic goals. What are the key considerations for ensuring alignment with the overall mission and vision?
2. Evaluate the importance of ensuring that AI & ML solutions fit within an organization's existing business model. How can this alignment drive value and innovation?
3. Analyze the methods for measuring ROI on AI & ML projects. What are the key performance indicators (KPIs) that organizations should use to assess the effectiveness of these initiatives?
4. Critically examine the success measures for AI & ML implementations. How can organizations ensure that their AI & ML projects meet defined objectives and deliver tangible benefits?
5. Identify and discuss the data requirements necessary for successful AI & ML projects. How can organizations address challenges related to data quality, volume, variety, velocity, and veracity?
6. Outline the key steps involved in the implementation of AI & ML in an organization. How can each step contribute to the successful deployment of AI & ML solutions?
7. Assess the role of effective change management in AI & ML implementation. What strategies can organizations use to manage resistance and ensure smooth transitions?
8. Examine the role of leadership in the successful implementation of AI & ML. How can leaders drive cultural change and ensure alignment with business goals?

9. Discuss the importance of training and development in supporting AI & ML initiatives. What approaches can organizations take to equip their employees with necessary skills and promote understanding of AI & ML benefits?
10. Analyze the common challenges faced during AI & ML implementation. How can organizations overcome these challenges to ensure the successful adoption of AI & ML technologies?
11. Evaluate the potential of AI & ML to enhance marketing efforts. What specific applications can drive improvements in customer experience, campaign optimization, and overall marketing effectiveness?
12. Discuss the benefits of AI & ML in sales. How can AI & ML technologies improve lead scoring, sales forecasting, customer relationship management, and automate routine tasks?
13. Examine the applications of AI & ML in finance. What are the key areas where AI & ML can provide value, such as fraud detection, risk management, automated trading, and financial forecasting?
14. Assess the role of AI & ML in operations management. How can these technologies improve efficiency through predictive maintenance, process optimization, demand forecasting, and quality control?
15. Analyze the applications of AI & ML in supply chain management. How can AI & ML technologies enhance demand planning, inventory management, logistics optimization, supplier selection, and real-time tracking and monitoring of goods?