



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – AUGUST 2025

COMMERCE -II SEMESTER M.COM

24MCO27 – ARTIFICIAL INTELLIGENCE IN BUSINESS

Time: 3 Hours

Max. Marks: 70

Instruction: *Answer should be written completely in English*

SECTION – A

1. Answer **any SEVEN** questions. **Each** question carries **TWO** marks. **(7X2=14)**

- a. Define cognitive science.
- b. What do you mean by knowledge acquisition?
- c. Give the meaning of human capital analytics.
- d. Give the meaning for mind mapping.
- e. Define the term Benchmarking.
- f. Give the meaning of business model analysis.
- g. Define Perception.
- h. Give the meaning of beliefs.
- i. State the meaning for Decision Making.
- j. Define Business Intelligence.

SECTION – B

Answer **any FOUR** questions. **Each** question carries **FIVE** marks.

(4X5=20)

2. What are the difficulties of knowledge acquisition? Explain.
3. What is the benefit of knowledge sharing?
4. Explain the forward and backward thinking.
5. Briefly explain the different categories of intelligent system.
6. Write about forms of analysis: facts , perception
7. Elucidate the recent trends in business intelligence.



SECTION – C

Answer **any TWO** questions. **Each** question carries **TWELVE** marks.

(2X12=24)

8. Describe the process and importance of knowledge sharing and knowledge transformation in an AI environment.
9. Differentiate between machine knowledge and inheritable knowledge with suitable examples.
10. Evaluate how Appreciative Intelligence can improve business model efficiency using AI.
11. Discuss the different forms of analysis – facts, perception, beliefs, assumptions, – in the context of AI.

SECTION – D

12. Compulsory skill-based question on case study.

(1X12=12)

Power BI in Action – Fresh Bite Food Services Fresh Bite Food Services, a chain of health-focused restaurants, faced difficulties in tracking sales, managing perishable inventory, and understanding customer preferences. They implemented Power BI to analyse real-time sales, ingredient usage, and customer feedback across outlets. The system enabled better menu planning, reduced food wastage, and improved customer satisfaction.

Questions (6 marks each):

- i. How did Power BI help Fresh Bite Food Services improve operational efficiency?
- ii. In what ways did real-time analytics support better menu planning and customer engagement?

