



**SHRI GNANAMBICA DEGREE COLLEGE: MADANAPALLE
(AUTONOMOUS)
COURSE 1: APPLICATIONS OF ARTIFICIAL INTELLIGENCE
IN
BUSINESS & COMMERCE
SEMESTER II
(W.E.F.2025-26)
Program: BBA & B.com
QUESTION BANK
UNIT-I**



5 Marks

1. Explain the role of RAM and VRAM in AI applications.
2. Write short notes on HDD vs SSD.
3. What are Online AI Platforms? Give two examples.
4. Differentiate between CPU, GPU and TPU
5. Define Edge AI with two examples.

10 Marks

1. Explain the hardware infrastructure required for AI applications in detail.
2. Compare Online Platforms and Desktop No-Code Platforms for AI development.
3. Explain the concept, advantages, and applications of Edge AI.
4. Describe different processors used in AI and their functions.
5. Discuss the role of memory and storage in AI systems

UNIT-2

5 Marks

1. Differentiate Data, Information, and Knowledge.
2. Define Structured, Semi-Structured, and Unstructured Data.
3. What is data licensing?
4. Define GDPR and HIPAA (overview).
5. Mention common data formats for text and images.

10 Marks

1. Explain the importance of data in AI model building.
2. Describe the types and structures of data with examples.
3. Discuss modalities and formats of data in AI.
4. Explain data repositories and licensing issues.
5. Write an essay on Ethics and Privacy in AI Data Usage

UNIT-3

5 Marks

1. List the stages of the AI data pipeline.
2. What are Missing Values and Duplicates?
3. Mention two Data Collection Methods
4. What is Normalization?
5. Explain Training Set vs Test Set.

10 Marks

1. Explain the complete AI Data Pipeline with stages.
2. Discuss various Data Collection Methods for AI.
3. Explain Data Annotation types and importance.
4. Describe Data cleaning and Pre-processing steps.
5. Explain Data Transformation Techniques in detail.

Unit IV

5-Mark

1. What are recommendation engines? Explain collaborative and content-based filtering.
2. What is sentiment analysis? Give an example.
3. Explain chatbots and virtual assistants.
4. What is demand forecasting?
5. What are ethical issues in AI (bias, privacy, transparency)?

10-Mark

1. Explain how AI is transforming consumer experience in commerce with examples.
2. Describe recommendation engines in detail with types.
3. Explain sentiment analysis and review mining with applications.
4. Discuss inventory optimization and demand forecasting.
5. Explain ethical issues in AI in commerce in detail.

Unit V

5-Mark

1. What is predictive analytics? Give an example.
2. Explain fraud detection in finance.
3. What is resume screening using AI?
4. Define customer segmentation.
5. What is Explainable AI?

10-Marks

1. Explain AI in business intelligence and predictive analytics.
2. Discuss financial applications of AI (fraud detection and risk modelling).
3. Explain HR applications of AI (resume screening and employee analytics).
4. Describe supply chain automation and optimization using AI.
5. Explain AI in marketing (customer segmentation and lead scoring).