

PROBABLE UNIVERSITY QUESTIONS

AI IN BUSINESS (BBA VI Sem)

VERY SHORT ANSWER QUESTIONS (2 MARKS)

(Answer in 30–50 words)

1. Define Artificial Intelligence in the context of business.
2. What is Natural Language Processing (NLP)?
3. What is Data Mining?
4. What do you mean by Big Data?
5. What is employee orientation?
6. What is employee retention?
7. What is AI-based credit scoring?
8. Define algorithmic trading.
9. What is AI-driven recruitment?
10. What is performance evaluation?
11. What is bias in AI systems?
12. What is meant by the “black box” problem in AI?
13. What is AI-powered personalization in marketing?
14. What is robo-advisory?
15. What is HR analytics?

SHORT ANSWER QUESTIONS (5 MARKS)

(Answer in about 150–200 words)

1. Explain the role of AI in modern business decision-making.
2. Describe the importance of Big Data for Artificial Intelligence.
3. Explain the difference between Big Data and scattered data.
4. Discuss the role of NLP in understanding customer feedback.
5. Explain how data mining supports managerial decision-making.
6. Describe AI applications in marketing with suitable examples.
7. Explain AI-based credit scoring in the banking sector.
8. Discuss the role of AI in fraud detection.
9. Explain AI-enabled recruitment and resume screening.
10. Describe the orientation process of newer recruits.
11. Explain the importance of training in organizations.
12. Discuss the objectives of employee performance evaluation.
13. Explain employee retention and its importance.
14. Describe the benefits of AI in HRM.
15. Explain ethical concerns related to AI in business.

LONG ANSWER QUESTIONS (10–15 MARKS)

(Answer in detail with **diagrams and examples**)

CORE CONCEPTUAL QUESTIONS

1. Explain Artificial Intelligence and its evolution. Discuss its importance in modern business.
2. What is Big Data? Explain how AI puts Big Data to work in organizations.
3. Explain Natural Language Processing (NLP) and Data Mining with business applications.
4. Discuss the applications of Artificial Intelligence in Finance.
5. Explain the role of AI in Marketing. Discuss its benefits and limitations.
6. Discuss AI applications in HRM with special reference to recruitment and training.

APPLICATION & ANALYTICAL QUESTIONS

7. Explain AI-based credit scoring, fraud prevention, and robo-advisory with suitable examples.
8. Discuss how AI has transformed talent acquisition and recruitment.
9. Explain the process of employee orientation, training, and performance evaluation.
10. Discuss employee retention as a strategic HR function.
11. Explain the pros and cons of AI in marketing.
12. Discuss the challenges of AI implementation in business organizations.

CRITICAL & ETHICAL QUESTIONS (Very Important)

13. “AI improves efficiency but raises ethical concerns.” Discuss this statement with reference to HRM.
14. Explain the challenges of AI in HRM in detail.
15. Discuss data quality, bias, dimensionality, and black box problems in AI systems.
16. “AI should support human decision-making, not replace it.” Critically examine this statement.
17. Discuss privacy and ethical challenges of AI in business.

CASE STUDY–BASED QUESTIONS (10–15 MARKS)

(Highly probable in modern papers)

1. A bank has implemented an AI-based credit scoring system but faces complaints of unfair loan rejections.
 - Identify the problem
 - Explain why the AI system failed
 - Suggest managerial solutions

2. A marketing company uses AI for personalized advertising, but customers complain about privacy invasion.
 - Analyze the situation
 - Identify AI-related risks
 - Suggest ethical marketing practices
3. An organization introduced AI-based recruitment, but employees fear bias and job insecurity.
 - Discuss the challenges
 - Suggest how HR managers should handle AI adoption
4. A retail company uses data mining to understand customer behavior.
 - Explain how data mining helps
 - Discuss business benefits

DIAGRAM-BASED QUESTIONS (Very High Scoring)

(Students must **draw and explain diagrams**)

1. Draw and explain the AI-driven business decision-making framework.
2. Draw and explain the Big Data → AI → Decision model.
3. Explain AI-based recruitment using a suitable diagram.
4. Draw the AI-enabled marketing process.
5. Explain the training and performance evaluation cycle using diagrams.
6. Draw and explain the employee retention framework.
7. Draw a diagram explaining challenges of AI in HRM.

(Examiners repeat these frequently)

Applications of AI in Finance

Applications of AI in Marketing

AI in HRM: Recruitment & Training

Challenges of AI in HRM

Big Data and AI

Bias and ethics in AI

Employee retention and AI