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FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

MANAGEMENT STUDIES

BBA5FS114 COMMUNICATING WITH AI

2024 Admission onwards

Maximum Time: 1.5 Hours | **Maximum Marks: 50**

Section A

All Questions can be answered. Each Question carries 2 marks (Ceiling: 16 Marks)

1	Why are feedback mechanisms essential in conversational AI design?
2	What is a Decision Support System (DSS)?
3	What is Artificial Narrow Intelligence (ANI) and Artificial General Intelligence (AGI)?
4	What is meant by responsible AI?
5	What is a chatbot?
6	Define Artificial Intelligence (AI) and state its primary scope in modern business.
7	What is Natural Language Processing (NLP)?
8	What is prompt engineering?
9	Define Business Analytics.
10	What is organizational resistance to AI?

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling: 24 Marks)

11	Discuss the main components of a Decision Support System (DSS).
12	Explain how understanding user intent and context improves the overall User Experience (UX) in AI interfaces.
13	Distinguish between descriptive, predictive, and prescriptive analytics.
14	Evaluate the ethical and social implications of automated decision-making in modern enterprises.
15	Discuss the primary risks and implementation challenges associated with AI in business operations.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

16	Critically evaluate the role of Artificial Intelligence in reshaping Business Administration. How does AI drive decision-making and operational efficiency across functions?
17	Discuss how Natural Language Processing (NLP), interface adaptation, and user feedback mechanisms optimize human-AI collaboration in business administration.