SURESH GYAN VIHAR UNIVERSITY — Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 1
Course	MCA	Business Application of Machine Learning
Semester	3	
Total Marks:	15	

Q 1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

A. Explain the HotelTonight case study in the context of how they have used machine learning and how it has benefitted them.

B. VII.   Take a case study explained in the book and evaluate how machine learning has been used in underwriting by those companies and what benefits have been acrued. Explain why this would not have been possible with traditional underwriting methods.

C. What are the common problems associated with inventory optimization and their impact on the business?

Q 2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

A. Explain the concept of dynamic pricing

B. What are Robo-Advisors

C. What is underwriting

D. What is a recommendation engine?

E. What is content based filtering?

SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		**INTERNAL ASSIGNMENT - 2**
Course	MCA	**Business Application of Machine Learning**
Semester	3	
Total Marks:	15	

Q 1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

A. Explain the relationship between artificial intelligence, machine learning, and data science.

B. What possible steps can you take to improve customer experience?

C. Explain an end to end use case for application of machine learning into various areas of call center.

Q 2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

A. What is artificial intelligence

B. What do you understand by machine learning

C. What are chatbots?

D. Explain traditional pricing approaches

E. Supervised and unsupervised learning