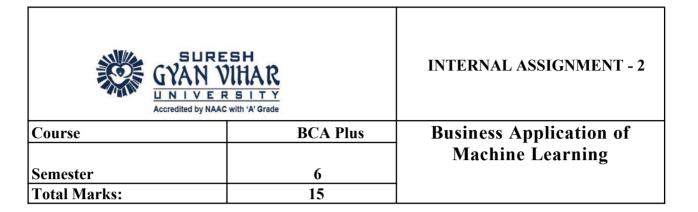


- Q.1. Write answers for any two questions from below. (5 Marks each Word limit 500)
- a) What are two approaches to build chat bot?
- b) Explain the importance of demand forecasting in the context of hotel industry.
- c) Explain the concept of smart shelf of the future and how machine learning is leveraged in this.

- Q.2. Write short notes on all the following topics (1 Mark each Word limit 100)
- a) What is artificial intelligence?
- b) Explain the main concepts of big data.
- c) Explain customer experience in your own terms
- d) What is collaborative filtering?
- e) Explain supervised learning.



- Q.1. Write answers for any two questions from below. (5 marks each Word limit 500)
 - a) What are the characteristics of early AI adopters?
 - b) Explain the concept of conversational commerce.
 - c) Explain role of dynamic pricing in revenue maximization.

- Q.2 Write short notes on all the following topics. (1 Mark each Word limit 100)
 - a) Explain traditional pricing approaches.
 - b) Explain the concept of dynamic pricing.
 - c) What are Robo-Advisors?
 - d) What is underwriting?
 - e) What is a recommendation engine?