
 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	BCA Plus	Business Application of Machine Learning
Semester	6	
Total Marks:	15	

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.

 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 2
Course	BCA Plus	Business Application of Machine Learning
Semester	6	
Total Marks:	15	

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?