

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
BBA (HONOURS) FIFTH SEMESTER EXAMINATION
(2024 ADMISSION ONWARDS)
MG5BBASEC301 - AI FOR BUSINESS

Duration: 1 Hour

Maximum Marks: 35

Part A

Multiple Choice Questions

Answer all questions. Each question carries 1 mark.

1. Artificial Intelligence is best described as the ability of machines to: [U], [CO1]
A) Store unlimited data B) Work without electricity C) Replace every employee D) Perform tasks that normally require human intelligence
2. Which is a characteristic of an AI system? [U], [CO1]
A) It can learn from data B) It always gives perfect results C) It has human emotions D) It functions without instructions or data
3. The term 'AI winter' refers to a period of: [K], [CO1]
A) Rapid growth in AI investment B) Reduced interest and funding in AI C) Replacement of AI by the internet D) Development of only robotic machines
4. How does AI mainly differ from simple automation? [U], [CO1]
A) AI can learn and adapt from data B) AI uses no computer system C) Automation always requires human intelligence D) Automation can make every strategic decision
5. Why is data called the fuel for AI? [U], [CO1]
A) Data physically powers computers B) AI systems use data to learn patterns and make predictions C) Data removes the need for algorithms D) All data is automatically accurate
6. AI-as-a-Service (AIaaS) allows a business to: [U], [CO1]
A) Use AI capabilities through cloud-based services B) Purchase only computer hardware C) Avoid using business data D) Develop AI only without internet access
7. Which type of machine learning uses labelled data? [K], [CO1]
A) Unsupervised learning B) Reinforcement learning C) Supervised learning D) Random learning
8. A company analysing whether online comments are positive or negative is using: [U], [CO1]
A) Speech recognition B) Sentiment analysis C) Image generation D) Warehouse automation
9. Which AI application is most suitable for estimating next month's product sales? (Apply, [CO1])
A) Demand forecasting B) Language translation C) Resume screening D) Speech recognition
10. A Large Language Model is mainly trained to: [K], [CO1]
A) Understand and generate human-like text B) Repair physical machines C) Manage warehouse shelves D) Provide guaranteed factual answers
11. An AI-powered business dashboard mainly helps managers to: [U], [CO1]
A) View updated insights and patterns in data B) Eliminate all business risks C) Replace the organization's database D) Prevent competitors from entering the market
12. In an expert system, the knowledge base contains: [K], [CO1]
A) Stored facts and rules used for decision support B) Only employee attendance records C) Physical components of a robot D) Advertisements created by customers
13. Personalized advertising uses AI mainly to: [U], [CO2]
A) Show the same advertisement to everyone B) Tailor advertisements to individual interests and behaviour C) Stop collecting customer feedback D) Remove all human involvement from marketing
14. Which financial application uses AI to identify unusual transactions? [U], [CO2]
A) Credit scoring B) Algorithmic trading C) Fraud detection D) Financial reporting
15. Predictive maintenance helps an organization to: [U], [CO2]
A) Repair equipment only after complete failure B) Predict possible equipment failure before it occurs C) Increase manual inspection paperwork D) Stop monitoring machine performance
16. AI-based resume screening is used to: [U], [CO2]
A) Shortlist applicants based on relevant criteria B) Conduct every final interview C) Guarantee that bias never occurs D) Determine employee salaries automatically

17. Netflix mainly uses AI to: [K], [CO2]
A) Manufacture television sets B) Recommend content based on viewing behaviour C) Provide banking services D) Operate delivery warehouses
18. An AI readiness assessment examines whether an organization has: [U], [CO2]
A) Suitable data, technology, skills and leadership support B) Only a large advertising budget C) No need for employee training D) A fully automated workplace
19. Explainable AI is important because it helps users to: [U], [CO2]
A) Understand how an AI system reached a decision B) Hide the logic behind an AI decision C) Remove accountability from managers D) Ensure that AI never makes an error
20. Green AI focuses on: [U], [CO2]
A) Using only green-coloured interfaces B) Reducing the environmental impact of AI systems C) Replacing environmental data D) Using AI only in agriculture

[20 x 1 = 20]

Part B

Compulsory Case Study

Read the case carefully and answer all the questions that follow.

SahayaMart's AI Transformation

SahayaMart, a growing Indian retail chain, plans to introduce an AI system across its physical stores and online platform. The proposed system will study purchase records to forecast stock requirements, assist customers through a chatbot and help store managers make faster operational decisions. The management expects the project to reduce stock-outs, improve customer service and support business growth.

A pilot study, however, reveals several concerns. Customer records contain missing entries, duplicate profiles and outdated contact details. Some stores have reliable internet connectivity and modern systems, while others use older computers. Employees fear that the technology may replace their jobs, and many managers have limited knowledge of AI. The company has not yet clearly assigned responsibility for checking AI-generated decisions.

The pilot chatbot also performs differently across customer groups because its training data does not adequately represent all regional languages. Customers are not clearly informed about how their purchase histories and conversations will be used. SahayaMart therefore decides that employees must review important AI decisions, customers must receive clear information about data use, and staff must be trained to work effectively with the new system.

Answer the following questions based on the case study:

1. Identify the major challenges that SahayaMart may face while implementing AI. Support your answer with evidence from the case.
2. Examine the bias and data-privacy concerns in the proposed AI system. Suggest suitable responsible AI measures.
3. Explain how human-AI collaboration can help SahayaMart introduce the system without weakening employee roles or managerial accountability. [A], [CO2]

[1 x 15 = 15]

MAHATMA GANDHI UNIVERSITY KOTTAYAM

BBA HONOURS MODEL QUESTION PAPER

MG5DSEBBA301 CONSUMER BEHAVIOUR

Duration 2 Hours

Maximum Marks 70

Part A

Short Answer Questions

Answer either A or B from each question. Each answer should be written in four to five sentences.

- 1 a) Define consumer behaviour and state any two characteristics that explain its nature. [K], [CO1]
- OR
- 1 b) Explain any two ways in which consumer behaviour help marketers. State one limitation of consumer-behaviour analysis. [U], [CO1]
- 2 a) In a family, the mother orders a laptop online, the father pays for it and their daughter uses it for her studies. Distinguish among the buyer, customer and user in this situation. [A], [CO2]
- OR
- 2 b) A child requests a breakfast cereal, an older sibling compares brands, the parents select and pay for it, and all family members consume it. Identify any four buying roles evident in the situation. [A], [CO2]
- 3 a) Anu needs a smartphone for work, prefers a familiar brand, listens to colleagues and parents, and buys during a festival discount. Identify any five internal and external factors influencing her decision. [A], [CO3]
- OR
- 3 b) A student buys shoes approved by close friends, follows the style of a famous athlete and avoids a brand associated with a group she dislikes. Identify the three types of reference groups evident in the situation. [A], [CO3]
- 4 a) Differentiate between functional value and hedonic value. Give one consumer example of each. [U], [CO1]
- OR
- 4 b) Explain the relationship between customer satisfaction and customer loyalty. Why may a satisfied customer still change brands? [U], [CO1]
- 5 a) A beverage brand repeatedly uses the same musical signature, rewards repeat purchases and shows consumers learning through demonstrations. Identify the three learning processes used by the brand. [A], [CO4]
- OR
- 5 b) One consumer buys salt routinely, another compares a few mixer grinders, and a third conducts an extensive search before purchasing a house. Identify the level of involvement shown by each consumer. [A], [CO4]

[5 x 3 = 15]

Part B

Short Essay Questions

Answer either A or B from each question.

- 6 a) A clothing retailer is shifting from a store-centered model to an integrated website, mobile application and social-media presence. Explain how digital transformation may change consumer search, comparison, purchase and post-purchase behaviour. [U], [CO1]
OR
- 6 b) An online marketplace publishes false reviews, hides mandatory charges until checkout and refuses to assist customers who receive defective products. Identify the unethical practices and explain the consumer rights affected under the Consumer Protection Act 2019. [U], [CO1]
- 7 a) Explain any five important changes in the profile of Indian consumers in the post-liberalisation and digital era. Illustrate your answer with suitable examples. [U], [CO2]
OR
- 7 b) A start-up plans to introduce a millet-based snack but is uncertain about preferred flavours, price and package size. Recommend suitable consumer-research methods and explain how the findings can support its marketing decisions. [A], [CO2]
- 8 a) A student recognises the need for a laptop, searches online, compares alternatives, purchases one and later posts a review. Apply the stages of the consumer decision-making process to this situation. [A], [CO2]
OR
- 8 b) A hospital plans to purchase a new diagnostic system. Doctors evaluate clinical usefulness, technicians assess operating requirements, finance officers examine cost and senior management gives approval. Explain the buying centre and identify the organisational buying roles evident in the case. [A], [CO2]

[3 x 5 = 15]

Part C

Long Essay Questions

Answer either A or B

- 9 a) Analyse the consumer decision-making process in detail. Explain how internal and external factors influence each stage from problem recognition, information search and evaluation of alternatives to purchase decision and post-purchase behaviour. [An], [CO3]
OR
- 9 b) A new lifestyle brand plans to use social media influencers as a major part of its marketing strategy to reach young consumers and build its presence in a competitive market. Apply the concept of influencer marketing to explain why this approach has become increasingly popular. Discuss the major reasons for the growth of influencer marketing in India. How can the brand use it effectively to influence consumer behaviour and achieve its marketing objectives? Explain with example. [A], [CO3]

[1 x 20 = 20]

Part D

Compulsory Case Study

- 10 Apex Motors, a high-end automobile manufacturer, recently introduced the "Terra GT," an electric SUV. Apex historically catered to rugged, outdoor-oriented drivers. However, for the Terra GT, marketing framed the vehicle as "Sophisticated Luxury for the Elite Professional." Apex priced it at \$85,000, placed advertisements in high-end business journals, and selected minimalist, gallery-style showrooms with highly formal sales staff.

Simultaneously, Lumina Tech released a smart home assistant called "EchoSphere." During its pre-launch, Lumina ran high-energy TV spots featuring energetic music and humorous scenarios to drive engagement. However, in the first month post-launch, customers suffered frequent server outages and app crashes. While early buyers found the advertisements fun, overall reviews plummeted due to reliability failures.

A perceptual mapping analysis comparing Terra GT, EchoSphere, and key competitors revealed the following positioning insights:

- *Terra GT*: Consumers perceived it as overpriced and excessively formal, leaving a gap in its traditional "rugged, highly durable utility" space. Existing Apex owners expressed confusion over who the brand was trying to be.
- *EchoSphere*: Consumers rated the product high on "Excitement" due to its advertising, but exceptionally low on "Competence" due to functional failures.

Questions

- a. Explain the elements of the consumer perception process in the context of Apex's Terra GT. How did Apex's marketing mix cues (use 4 Ps of marketing) lead to perceptual distortion among traditional Apex customers?
- b. Based on the case, analyse how Apex can use perceptual mapping for Market Segmentation and Brand Repositioning to address customer confusion.
- c. Using Aaker's Brand Personality framework, contrast Lumina Tech's marketing image with its real product performance. What identity conflict did this create for consumers? What are the long-term consequences on consumer attitudes and learning when communication and service experiences contradict each other?

[An],[CO4]

[1 x 20 = 20]