

END TERM EXAMINATION

SECOND SEMESTER [B.COM] JUNE 2025

Paper Code: BCOM-112

Subject: Digital Technologies for Commerce
(Basics of AI & ML)

Time: 3 Hours

Maximum Marks: 60

Note: : Attempt all Questions as directed. Internal Choices are indicated

- Q1. Write short notes on **any Four** of the following: (4x5=20)
- (a) Logistic regression
 - (b) EDA
 - (c) Reinforcement learning
 - (d) Unsupervised learning
 - (e) ROC-AUC Curve
 - (f) k-NN
 - (g) Decision Tree
 - (h) RNN
- Q2. Discuss the evolution of Artificial Intelligence (AI) and its ethical concerns like fairness, privacy, and accountability with suitable examples? (10)
- OR**
- Q3. Explain the emerging trends in the Artificial Intelligence (AI) and Machine Learning (ML) with real world use cases? (10)
- Q4. Explain the concept of data and its types with suitable examples? Also, highlight the features making these data types unique? (10)
- OR**
- Q5. Discuss the concept of data processing techniques with examples? Also, explain the normalization, scaling and encoding of categorical variables? (10)
- Q6. Explain the concept of clustering technique and how to implement it in customer segmentations with suitable examples? (10)
- OR**
- Q7. Discuss the concept of model evaluation with examples? Also, explain the confusion matrix relevance to it? (10)
- Q8. Define the concept of neural network and its application in the image processing with suitable business use case? (10)
- OR**
- Q9. Discuss the concept of natural language processing and some of its suitable use case that has revolutionized the domain of customer support services? (10)



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