



**PG – 677**

**II Semester M.Com. (FA) Degree Examination, Nov./Dec. 2023  
(CBCS) (2021-22)**

**Paper – 2.5 : ARTIFICIAL INTELLIGENCE FOR ANALYSTS**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**

1. a) Meaning of business analytics.  
b) Application of analytics.  
c) HR analytics.  
d) Workforce analytics.  
e) Marketing analytics.  
f) Use of google analytics in marketing.  
g) Define CRM analytics.  
h) Relevance of CRM analytics in business.  
i) Risk based pricing.  
j) Risks profiling.

**SECTION – B**

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

2. SWOC of analytics.
3. Features of HR analytics.
4. Objectives of marketing analytics.
5. Functions of CRM analytics.
6. Characteristics of finance analytics.
7. Relevance of analytics in business.

**P.T.O.**



## SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. State the functions of HR and the types of HR analytics.
9. Write the usage of google analytics in marketing and social media and its relevance on marketing analysis.
10. What is the role of analytics of CRM in purchasing pattern analysis ?
11. Differentiate fraud detection and prediction in finance analytics.

## SECTION – D

**Compulsory** skill based question on subject.

**(1×12=12)**

12. The interactive between technology and public health has been increasing importance by using Artificial Intelligence in Health Insurance Business in India.

Now, Insurers, Policy holders, IRDAI, Third Party Agencies (TPA's) are looking towards AI and its analytics. Further customers are the midst of many different options, like products, price public and private health insurance companies.

Many customers are struggling to identify the best product with best price and reliable insurer. So, how do you identify the best one by using AI ?

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