

Assignment Questions – *Why Prompt Engineering Matters*

Q1. Conceptual Understanding

Explain why prompt engineering is considered the “bridge” between human intent and AI response. Give one example of how a vague prompt can lead to poor output.

Q2. Foundations Application

List and explain the **five foundations of prompt engineering** (Context, Clarity, Structure, Iteration, Evaluation). For each foundation, provide one real-world example from your professional domain (e.g., finance, healthcare, marketing, or education).

Q3. Components Breakdown

Take the following prompt:

“Generate a 200-word report on recent stock market performance, using formal tone, and focusing on technology companies.”

Break it down into its **five components**: Instruction, Context, Input Data, Constraints, and Output Specification.

Q4. Good vs Poor Prompt

Rewrite the following **poor prompt** into a good one:

“Write something about marketing.”

Your revised version should be specific, structured, and business-relevant.

Q5. Best Practices Evaluation

You asked an AI to summarize a customer feedback dataset, but the response is vague and incomplete.

- Identify **two mistakes you may have made in prompt design**.
- Suggest **two improved prompts** that would likely produce better results.

Q6. Case Study (Applied Prompting)

You are a business analyst preparing a presentation for senior management. You want AI to generate:

1. A table comparing the top 3 competitors in your industry

2. Each competitor's strengths and weaknesses in **bullet point form**
3. A short summary paragraph on industry trends

Write a **single well-structured prompt** that would guide the AI to generate this output.

Q7. Critical Thinking

Why is "iteration" considered a key foundation of prompt engineering? Describe a situation where you would need to refine your prompt multiple times.

Q8. Professional Relevance

Choose your own domain (e.g., finance, marketing, software engineering, healthcare). Describe **one specific task** where prompt engineering could save you significant time or effort. Provide an example prompt for that task