

Total No. of Questions : 5]

SEAT No. :

PF-12129

[Total No. of Pages : 2

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S.Y. M.B.A.

**SEBA -12 : GENERATIVE AI FOR BUSINESS  
APPLICATIONS**

**(2024 Pattern) (Semester - IV)**

**Time : 2½ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates :**

- 1) All Questions are Compulsory.
- 2) Figures to the right indicate full marks.

**Q1) Attempt Any Five out of Eight questions :**

**[5 × 2 = 10]**

- a) Define Predictive AI.
- b) What is an Agentic AI workflow?
- c) Name any two open-source AI platforms.
- d) Define multimodal AI models.
- e) What is dynamic pricing?
- f) Define sentiment analysis.
- g) What is data preprocessing?
- h) What is AI bias?

**Q2) Answer any Two out of Three Questions :**

**[2 × 5 = 10]**

- a) Explain GAN architecture with a simple diagram.
- b) Discuss AI-driven content generation in digital marketing.
- c) Describe the role of SHAP and LIME in AI explainability.

**P.T.O.**

**Q3) Answer any One :**

**[10]**

- a) Discuss common Generative AI tools such as ChatGPT, DALL.E, Claude, Stable Diffusion and Hugging Face with business use cases.
- b) Explain the role of AI agents in planning, execution, customer journey mapping and virtual assistants in financial services.

**Q4) Answer any One :**

**[10]**

- a) Explain how Generative AI is transforming Business Analytics and Decision-Making.  
Discuss:
  - i) Synthetic Data Generation for privacy-compliant AI training
  - ii) Natural Language to Dashboard querying (tools like Power BI Copilot and ThoughtSpot Sage),
  - iii) AI-powered demand forecasting with uncertainty estimation. Use the Walmart or HUL (Hindustan Unilever) demand forecasting case as an example.
- b) Explain how organizations can align Generative AI strategies with business goals and build an AI-ready workforce.

**Q5) Answer any One :**

**[10]**

- a) Describe the importance of explainability techniques like SHAP and LIME in Generative AI.
- b) A company is planning to launch a new product and wants to use Generative AI (GenAI) for market research. The company collects data from competitor websites, pricing pages, product listings, customer reviews and social media posts related to similar products.
  - i) Explain how GenAI can be used to generate market intelligence from external data.
  - ii) Explain how GenAI supports decision-making through reporting and also discuss risks and validation.

