

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
END TERM EXAMINATION (TERM -III)

 Subject Name: **AI For Managers**

 Time: **02.00 hrs**

 Sub. Code: **PG305**

 Max Marks: **40**

Note: All questions are compulsory. Read the case and answer the questions

Instructions for Submission

- Answers to both of the following questions must be prepared and submitted in a single Word document file.
- Ensure the document is clearly formatted, with appropriate headings for each question.
- Include all required content, analysis, and supporting materials (such as screenshots, if applicable) within the document.
- Submission is to be made via Google form.

CO1	Define key terms and concepts related to AI and GenAI, demonstrating a clear understanding of their evolution and significance in business contexts.
CO2	Interpret the functionalities of various GenAI tools and their applications in different business scenarios.
CO3	Utilize prompt engineering techniques to effectively interact with GenAI tools for problem-solving in managerial tasks.
CO4	Assess the impact of AI-driven strategies on business performance, considering ethical implications and organizational goals.
CO5	Design comprehensive AI-integrated business strategies tailored to specific functional areas such as Marketing, Finance, HR, and Research.

Q. 1. As a newly hired Management Trainee, run a prompt on both **ChatGPT** and **Gemini** to draft a formal internal email announcing a mandatory shift to a new project management software. Provide screenshots of both outputs. Compare their tone, clarity, and suitability, and state which AI tool performed better for this task and why. (CO2)

Q. 2. As a new marketing hire for a B2B software firm, use Gen AI (Gemini) to create a corporate "hero image" for a website landing page about "Cloud Security Solutions for Modern Financial Firms." Insert the final image, write down the exact prompt used, and identify one visual flaw in the generated image that a graphic designer would need to fix before going live. (CO1)

Q. 3. As a new HR hire sourcing B-roll footage, use an AI video tool (Meta AI) to generate a 3-to-5 second video showing professionals collaborating in a modern boardroom. Provide the exact prompt, a screenshot, and a shareable link to the video. Briefly describe one limitation observed in the video and explain why a brand manager might hesitate to use it. (CO5)

Q. 4. As a junior analyst at a rapidly growing electric vehicle (EV) startup, create a 4-slide "Quarterly Competitor Analysis" pitch deck focusing on traditional legacy automakers entering the EV space. Crucially, your pitch must incorporate real-world data (e.g., actual recent sales figures, specific EV model launches from companies like Ford, or Toyota, or real market share percentages). Your presentation must clearly cover: Title and Objective, Top 3 Competitor Moves (incorporating the real

data), Potential Threats to your startup's market share, and Proposed Action Items. Embed screenshots of all 4 slides into your document and state the exact prompt you used for the same. (CO3, CO4)

COs	Blooms Taxonomy Levels	Marks Allocated
CO1	L1, L6	10 Marks
CO2	L2, L3, L4	10 Marks
CO3, CO4	L4, L5, L6	10 Marks
CO5	L6	10 Marks

Blooms Taxonomy Levels given below for your ready reference:

L1 = Remembering

L2 = Understanding

L3 = Apply

L4 = Analyze

L5 = Evaluate

L6 = Create