

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

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

Subject Name: AI For Managers	Time: 01.00 hrs
Sub. Code: PG305	Max Marks: 20
Note: All questions are compulsory. Read the case and answer the questions	

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.

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.

Read the case and answer the questions Case Study:
TechPromote Digital Agency

Scenario Statement: TechPromote, a digital marketing agency, is evaluating whether to adopt ChatGPT or Gemini for their strategic planning workflows by testing both platforms with the following prompt:

"Analyze the current market landscape for premium business laptops to identify gaps in performance, security, and user experience, and develop a high-level strategy for a startup to enter and compete by delivering differentiated, AI-powered, lightweight, and enterprise-secure computing solutions tailored for modern hybrid work environments."

Q1. Execute the test prompt provided in the scenario statement above on both ChatGPT and Gemini.

Capture screenshots of the outputs generated by both AI tools and insert them into your Word document for the final submission.

After reviewing the results, critically analyze and compare their differences in terms of structure, content quality, and overall output. Based on this evaluation, recommend the most suitable AI tool for the agency, supporting your choice with two clear and specific reasons derived from your analysis. (CO2)

Q2. Create a single professional marketing flyer in Gemini that compares Lenovo and Dell premium business laptops in one design. The flyer should be made for enterprise IT buyers and companies making bulk laptop purchases. (CO1)

COs	Blooms Taxonomy Levels	Marks Allocated
CO1	L1, L6	10 Marks
CO2	L2, L3, L4	10 Marks

Blooms Taxonomy Levels given below for your ready reference:

L1 = Remembering

L2 = Understanding

L3 = Apply

L4 = Analyze

L5 = Evaluate

L6 = Create