

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 Manager**

 Time: **01.00 hrs**

 Sub. Code: **PG305**

 Max Marks: **20**
Note: All questions are compulsory. Read the case and answer the questions
Kindly write the all the course outcomes as per your TLEP in the box given below:

COs	Statement of Course Outcomes	Units Mapped	Bloom's Level
CO1	Define key terms and concepts related to AI and GenAI, demonstrating a clear understanding of their evolution and significance in business contexts.	Unit 1	L1
CO2	Interpret the functionalities of various GenAI tools and their applications in different business scenarios.	Units 1, 2, 3, 4, 5	L2
CO3	Utilize prompt engineering techniques to effectively interact with GenAI tools for problem-solving in managerial tasks.	Unit 1	L3
CO4	Assess the impact of AI-driven strategies on business performance, considering ethical implications and organizational goals.	Units 2, 3, 4	L5
CO5	Design comprehensive AI-integrated business strategies tailored to specific functional areas such as Marketing, Finance, HR, and Research.	Unit 5	L6

Submission Instructions

- Students must complete the practical exam using any **free AI tools** (e.g., ChatGPT, Gemini, Perplexity).
- For each question, students must include:
 - AI Prompt used
 - AI Output (relevant part only)
 - Final refined answer (in their own words)
- The final submission should be in **MS Word (DOCX) or PDF format**.
- Students must submit their answers through **any ONE of the following methods**:
 - Upload on the **given link (Google Drive / LMS / Portal)**
- File naming format:
Name_RollNo_AI_for manager_PG305
- Ensure originality. Copy-paste without refinement will not be evaluated.

Read the case and answer the questions

Case Study: Amazon – AI at Scale

Case Background

Amazon is a global leader in e-commerce and technology that has deeply integrated AI across its business operations.

Key AI applications include:

- **Personalized product recommendations** to improve customer experience
- **AI-driven logistics & supply chain** for faster delivery and cost reduction
- **Demand forecasting & inventory optimization** using predictive analytics
- **Automated marketing & targeting systems** to increase conversions

Despite this, Amazon is facing challenges:

- Delivery delays in some regions
- Customer dissatisfaction with automated responses
- High operational costs
- Concerns about AI replacing human jobs

You are appointed as an **AI Manager** to solve these issues.

Instructions

- Use any **free AI tool (ChatGPT, Gemini, Perplexity)**
- For each question, submit:
 - AI Prompt
 - AI Output (short)
 - Final refined answer

Q1. Prompt Engineering (CO3 – L3)

(5 Marks)

Situation:

Amazon is facing **low conversion rates on product pages**.

Task:

Write:

- 1 basic prompt
 - 1 advanced prompt
- Generate AI output to improve product listings
- Refine into a **final conversion-focused strategy**

Q2. AI Tool Application (CO2 – L2)

(5 Marks)

Situation:

Amazon wants to improve its **marketing performance using AI**. suggest any one AI tool to amazon to compare its marketing performance through ads.

Task:

Q3. Problem Solving (CO4 – L5)

(5 Marks)

Situation:

Amazon is facing **delivery delays and high logistics costs**.

Task:

- Write an effective prompt to identify 3 key problems and possible solutions for the same using perplexity Gen AI tools.

Hint from case: AI can optimize routes, forecasting, and warehouse operations

Q4. Strategy Design (CO5 – L6)

(5 Marks)

Situation:

Amazon wants to launch a **new AI-based service** to stay ahead of competitors.

Task:

- Use AI to:
 - Suggest 1 AI-based service idea
 - Define target audience
 - Explain AI usage
- Create a **mini business strategy (5–6 points)**

Question	CO	Marks
Q1	CO3	5
Q2	CO2	5
Q3	CO4	5
Q4	CO5	5
Total		20