



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: Read the following case and answer the following questions:

5×4 = 20 Marks

COs	Statement of Course Objectives
COB-1	To Familiarize students the foundational concepts and evolution of Artificial Intelligence (AI) and Generative AI (GenAI).
COB-2	To equip students with the knowledge to apply AI across key business domains, including Marketing, Finance, Human Resources, and Research.
COB-3	To learn effectiveness and ethical considerations of various GenAI tools in managerial decision-making.
COB-4	To understand and apply prompt engineering techniques to optimize the use of GenAI tools for specific business scenarios.
COB-5	To strategic plan integrating AI solutions to enhance organizational performance.

Note :Copy prompt and answer in a word document and upload it on the given form.

Q1. A company intends to utilize AI Tools to automate its financial forecasting process. However, the input dataset contains subtle seasonal biases and incomplete entries.

Task: Design an effective prompt engineering strategy that minimizes hallucinations while ensuring accurate and reliable predictions. Your answer should:

Identify potential risks in the data

Propose structured prompt techniques

Q2. Ambiguous business queries often require careful interpretation and contextual reasoning.

Task: Compare the response behavior of two ai tools when handling ambiguous business-related queries like “The client is not happy” or “what happening with sales”. Suggest how ai tools help in decision-making under uncertainty. Example: investment decision, Technological disruption economic conditions etc.

Q3. A startup is leveraging 2 AI Tools to create a promotional banner. For NCR region, Punjab and Hyderabad Region.

Task: write the effective prompt to generate banner.

Compare the results for same prompts

Q4. A brand uses AI Tools to create visuals for a global marketing campaign. Data set contains some bias like gender or regional etc.

Task: Explain how prompt design and dataset bias can influence brand perception across different regions. How these biases affect the output.

Task:The role of prompt specificity

- Impact of dataset bias

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	10 Marks
CO2	10 Marks

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create