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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2023-25) |
| **Course Title: GenAI for Managers, (Course Code:40840)**  **End-Term Examination, Term - IV (October, 2024)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**All the answers to be submitted on link provided at Moodle.**

**SECTION – A**

Q1. Given is the data set of e-commerce platform. You need to analyze the data set for relevant business decisions using and **applying** AI tools and prompts. You need to Copy paste the prompts and responses for each question in word file along with the solution in excel sheet. Save the excel sheet and word file as (Name\_EnrollmentNo\_Date(DDMMYYYY)).

1. **Calculate Total Revenue**: What is the total revenue generated from all orders?
2. **Identify Best-Selling Product**: Which product has the highest quantity sold?
3. **Calculate Average Order Value**: What is the average order value across all transactions?
4. **Sales by Category**: How much revenue is generated from each product category?
5. **Count of Orders by Payment Method**: How many orders were made using each payment method?
6. **Shipping Status Distribution**: What is the distribution of shipping statuses?
7. **Customer Purchase Frequency**: How many orders did each customer make?
8. **Identify High-Value Customers**: Who are the top 5 customers by total spending?
9. **Trends Over Time**: How did sales change month over month?
10. **Profit Margin Analysis**: If the cost of goods sold is 70% of the total amount, what is the profit margin for each order?

**[ 2 x 10 = 20 Marks]**

**SECTION – B**

Q2. You are provided CV of Candidates and suitable Job opportunities for them. As an AI manager, you are required to select any one of the candidates and support the candidate on the following by **applying** AI Tools and techniques to:

1. Identify the ATS score of the candidate, as per the current CV using AI tool.
2. Match the candidate CV and JD and identify the major key words missing in the current CV
3. Suggest suitable corrections and update the CV for the requirement.
4. Recalculate the new ATS and compare the score from initial ATS score and report

You need to write all the prompts and observations for the above questions in a word file and submit as your response. **[ 5 x 4 = 20 Marks]**