

14. a) Assess types of recommendation systems.
(OR)
b) Describe advantages of AI-driven marketing.

15. a) Examine trust and accountability in AI.
(OR)
b) Describe regulations related to AI and data privacy.

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)

16. a) Analyze the role of Artificial Intelligence in modern marketing
(OR)
b) Criticise an AI-driven marketing strategy for a product of your choice.

- 17.a) Examine how sentiment analysis influences marketing decisions.
(OR)
b) Inference the impact of AI-generated content on marketing.

18. a) Critically analyze limitations of generative AI.
(OR)
b) Evaluate the effectiveness of AI-generated visuals.

19. a) Examine the impact of AI on digital marketing strategies.
(OR)
b) Compare traditional marketing with AI-driven marketing.

20. a) Critically analyze legal and regulatory aspects of AI.
(OR)
b) Summarise best practices for ethical AI adoption in marketing.

ETHICAL PAPER