QP Code: UV25DR014

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

I SEMESTER (FYVP) DEGREE REGULAR EXAMINATIONS, NOVEMBER 2025
JOU1MN171 : Introduction to Artificial Intelligence
2025 Admission Onwards
(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

*Answer **all**. Each question carries **3** Marks.* ***(Ceiling: 24 Marks)***

1. Define AI video enhancement.
2. What is sound modulation in AI?
3. Who coined the term Artificial Intelligence?
4. How does AI regulation help to prevent misuse?
5. How does predictive analytics improve the marketing strategies?
6. Apply the concept of GANs in multimedia production.
7. Apply AI to classify multimedia images into categories.
8. Apply AI techniques for procedural content generation.
9. Analyze the challenge of misinformation created by deepfakes.
10. Analyze the advantages of using AI in procedural systems.

Section B

*Answer **all**. Each question carries **6** Marks.* ***(Ceiling: 36 Marks)***

11. Analyze the consequences of lacking ethical oversight in AI development.
12. Analyze the benefits and limitations of AI in audience engagement and marketing.
13. Define generative design and its purpose.
14. Explain the role of motion capture and neural networks in AI animation.
15. Apply ML concepts to automate multimedia production tasks.

Turn Over

16. Apply AI-based analytics to improve user interaction design.
17. Analyze the advantages of using AI in industrial and visual design.
18. Evaluate the creative freedom and ethical concerns of AI in writing.

Section C

Answer ***any one***. ***(1x10=10marks)***

19. Describe how AI models are used for speech recognition and synthesis.
20. Analyze the advantages and limitations of AI-assisted creativity.

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