Introduction to Artificial Intelligence - A Business Perspective 1st edition Hoisington Test Bank

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Name:_____ Class:_____ Date:_____

Chapter 01: Changing Business in the Blink of an AI

1. Which of the following terms is/are included in the full name of ChatGPT? Select all the options that apply.
   a. Chatter
   b. Generative
   c. Productive
   d. Transformer

ANSWER: b, d

2. How are AI chatbots different from non-AI customer service technologies?
   a. AI chatbots boost productivity, whereas non-AI technologies do not.
   b. AI chatbots use generative AI to give customers personalized answers.
   c. AI chatbots require more human involvement than other technologies.
   d. AI chatbots are used exclusively by customers, not by employees.

ANSWER: b

3. The role of an AI chatbot for an e-commerce store is most similar to which human role at a brick-and-mortar retail store?
   a. inventory specialist
   b. store manager
   c. salesperson
   d. security guard

ANSWER: c

4. What is the most appropriate role of an AI chatbot in an app designed to help the user learn a second language?
   a. scanning users' faces to identify their facial features
   b. enhancing users' profile pictures with photo filters
   c. generating flash cards of words and their definitions
   d. allowing users to practice real-world conversation skills

ANSWER: d

5. How can an AI chatbot most successfully help a toy manufacturer sell more toys?
   a. The chatbot can ask a customer for their child's age and interests and recommend toys that match those characteristics.
   b. The chatbot can use the web browsing history stored on the customer's computer to direct them to generate a personalized catalog.
   c. The chatbot can display the manufacturer's catalog of products and ask for the customer's credit card information and shipping address.
   d. The use of chatbots for e-commerce purposes has not been shown to impact product sales.

ANSWER: a

6. Imagine that you visit a customer support website for a software product you have purchased. You select the "Chat with support" option. Then you type in a statement naming the product and an error message you received

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and ask how to correct the error. The reply you receive in the chat window provides instructions for troubleshooting and a link to an article about how to avoid this specific error. This means you must be chatting with a human support agent.

a. True
b. False

ANSWER: b

7. Which phrase most precisely defines an AI algorithm?

a. a machine that learns
b. a question or request
c. a set of instructions
d. a virtual assistant

ANSWER: c

8. Why are car manufacturers adding AI algorithms to their robotic systems?

a. to make these robotic systems safe to use in factories
b. to enable these robotic systems to perform welding
c. to make these robotic systems smarter through learning
d. to enable these robotic systems to control car quality

ANSWER: c

9. Suppose you tour a car factory and see a human worker assembling a motor with the assistance of a robot mounted on a rectangular metal frame. You are probably looking at _____.

a. a cobot
b. an AMR
c. an AI algorithm
d. a virtual assistant

ANSWER: a

10. A large business can reduce the number of customer service agents they need to employ by building _____.

a. AMRs
b. drones
c. call centers
d. virtual assistants

ANSWER: d

11. Suppose a cybercriminal is caught trying to commit fraud by an online bank's AI system. Which of the criminal's actions could have alerted the AI system? Select all the options that apply.

a. The criminal shopped with the victim's debit card at the same store where the victim buys groceries.
b. The criminal pressed icons and typed in the bank's mobile app after accessing the victim's account.
c. The criminal shopped at stores with the victim's debit card during a time the victim is always asleep.
d. The criminal stole the victim's smartphone and wallet while being filmed by a security camera.

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ANSWER: b, c

12. The healthcare industry currently uses AI to _____.
    a. diagnose mental illnesses
    b. screen for cancer on CT scans
    c. reduce the need for medications
    d. prescribe heart medications

ANSWER: b

13. How do self-driving tractors built for the agriculture industry use AI?
    a. to distribute pesticides that are toxic for workers
    b. to provide the power they need to operate
    c. to detect weeds in an image taken by a camera
    d. to determine which crops to grow in each field

ANSWER: c

14. Suppose you decide to ask an online clothing store's virtual assistant for help. You send the following message: "I ordered a size medium sweater but received a large. How can I get a replacement?" What response are you most likely to receive from a high-quality virtual assistant?
    a. "Here is the tracking number for your replacement sweater. Thank you!"
    b. "Please call the customer service department at ###-###-#### during business hours."
    c. "Hi! I am your virtual assistant. How can I help you today?"
    d. "I'm sorry to hear that. Can you please give me your order number so that I can look into this?"

ANSWER: d

15. ChatGPT is an AI language model, which means it can produce original text by _____.
    a. predicting the next word in a text response
    b. recognizing optical characters and handwriting
    c. copying and pasting the text from a source
    d. following a set of general guidelines

ANSWER: a

16. Where do biases in ChatGPT's responses during conversations come from?
    a. its programming
    b. its training data
    c. the user's input
    d. software errors

ANSWER: b

17. What characteristic of ChatGPT both makes it a valuable tool for customer service experiences and raises concerns about its potential misuse?
    a. its ability to understand and generate natural language

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b. its integration into spreadsheet applications
c. the small volume of the data used to train it
d. the exclusion of non-text data from its training data

ANSWER: a

18. When you converse with ChatGPT, its responses will be accurate but may also be biased.
a. True
b. False

ANSWER: b

19. Why are some businesses choosing to build their own AI language models rather than using ChatGPT?
a. to reduce their AI expenses
b. they are concerned about biases
c. their customers are not English speakers
d. to protect their proprietary data

ANSWER: d

20. What tool can be used to augment ChatGPT's responses with a business's proprietary data without sharing that data with OpenAI?
a. prompt
b. RAG
c. AMR
d. cobot

ANSWER: b

21. When using ChatGPT, users must prioritize privacy, fairness, and ethical considerations with which of the following variables? Select all the options that apply.
a. race
b. ethnicity
c. street address
d. gender

ANSWER: a, b, d

22. Which statements about a generative AI prompt are correct? Select all the options that apply.
a. Writing successful AI prompts takes skill.
b. You must avoid slang and idioms in prompts.
c. AI prompts offer a starting point for a task.
d. Prompts are provided by AI models to users.

ANSWER: a, c

23. Using tools such as ChatGPT, you can ask a generative AI model a question using the same words you would use to ask another human because the model uses _____.

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a. a filter and a safety layer
b. prompt engineering
c. natural language processing
d. retrieval augmented generation

ANSWER: c

24. Suppose you ask ChatGPT a question and receive a response that does not seem relevant; you suspect ChatGPT misunderstood you. So you try asking again using different words. Which term best describes what you are doing?

a. response filtering
b. business automation
c. retrieval augmented generation
d. prompt engineering

ANSWER: d

25. Which NLP prompt provides the clearest instructions?

a. Write a program that processes spreadsheet data.
b. Write an essay about the book *Moby Dick*.
c. In a single sentence that targets fourth graders, define respiration.
d. Good morning! I am going on a trip. What should I take with me?

ANSWER: c

26. A researcher is using ChatGPT to help write a grant proposal that will be submitted to a professional organization. What is the best way for the researcher to make the content suggested by ChatGPT more appropriate?

a. Include their role and the organization's goals and members' skillset in the prompt.
b. Instruct ChatGPT to respond in a professional and friendly tone in the prompt.
c. Name several formats in which ChatGPT might return its responses in the prompt.
d. Alternate between more and less specific prompts to compare the output.

ANSWER: a

27. How can you encourage an AI model to adopt a specific persona or tone when constructing a prompt? Select all the options that apply.

a. Ask questions as precisely and concisely as possible.
b. Identify your job title and the type of company you work for.
c. Include the desired length and format of the response.
d. Describe your target audience's background and interests.

ANSWER: b, d

28. In the following prompt designed to personalize ChatGPT's tone for the intended audience, who or what does the college counselor represent?
Write an invitation to participate in a career fair for a college counselor. The invitation should appeal to mid-

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level and higher professionals who influence hiring decisions or train new employees. Focus on healthcare, computer technology, and engineering professionals.

a. the career fair participant
b. the person writing the prompt
c. the invitation's target audience
d. the career field showcased by the fair

ANSWER: b

29. You should expect ChatGPT to respond to the following prompt by displaying a table.
Construct a table that compares the yearly production, quantities sold, and biggest manufacturers of the most popular chocolate products in the United States.

a. True
b. False

ANSWER: a

30. Suppose you are using an AI chatbot to help you prepare a presentation. When is it most appropriate to use technical jargon in a prompt for this purpose?

a. when your audience knows and expects to use technical jargon
b. when you know and are comfortable using technical jargon
c. when your presentation will be viewed by a general audience
d. when your organization uses the technical jargon

ANSWER: a

31. Why would a business choose to pay for an AI chatbot tool to help create social media posts? Select all the options that apply.

a. to help build a community around their brand
b. to connect to loyalty program members
c. to collect competitors' proprietary data
d. to gather product feedback from customers

ANSWER: a, b, d

32. Imagine that you are preparing a social media marketing campaign for matchbox-sized toy cars. Which AI chatbot prompt would you expect to provide the most helpful output for this task?

a. What are matchbox-sized toy cars on social media?
b. Who is our targeted customer who collects matchbox-sized toy cars on social media, including their demographics, interests, and age range?
c. Which companies manufacture matchbox-sized toy cars that appear on social media, including their location and number of employees?
d. How can I market a product on social media?

ANSWER: b

33. What is the most appropriate reason to use the following prompt with ChatGPT?
In a bulleted list, identify the key benefits and disadvantages of using a prepaid smartphone plan as compared to

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contracting for service with a carrier.

a. to write a paper
b. to design a new phone service
c. to target a specific audience
d. to research and analyze trends

ANSWER: d

34. AI chatbot prompts can be used to uncover hidden trends in customer reviews of a given business.

a. True
b. False

ANSWER: a

35. Substantial expertise in coding in a language such as Java, Python, or C# is necessary to effectively use AI chatbot prompting to generate program code.

a. True
b. False

ANSWER: b

36. What information is missing from the following AI chatbot prompt if the desired output is programming code?
Create code for the first 50 multiples of 5. Display the output.

a. instructions for calculating multiples of 5
b. the purpose for listing these numbers
c. the name of the programming language
d. suggestions for the program logic to use

ANSWER: c

37. Which elements are combined in reinforcement learning from human feedback? Select all the options that apply.

a. market research and analysis
b. demographics and loyalty prizes
c. human guidance and feedback
d. rewards and comparisons

ANSWER: c, d

38. If you frequently ask ChatGPT about heart health in a serious, academic tone, the chatbot will come to anticipate the voice you want for future responses.

a. True
b. False

ANSWER: a

39. The owners of a birthday party supply boutique want to leverage AI to market new products and services to their existing customers. To maintain customer trust, they should _____. Select all the options that apply.

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a. conceal from customers their use of AI
b. store customers' information securely
c. ask AI for ideas based on PII-free data
d. supply customers' names to the AI tool

ANSWER: b, c

40. Which use of ChatGPT by a college student is most likely to violate the principle of academic integrity?
a. A student asks about a topic and uses terms from the response to do a literature search.
b. A student requests a summary of several historical documents while studying for a test.
c. A student uses prompts to generate responses to a critical thinking assignment.
d. A student asks for an explanation of how to solve one type of algebra problem.

ANSWER: c

41. AI camera systems used for facial identification of travelers attempting to board a flight _____.
a. can speed up the boarding process
b. are used only for first-time air travelers
c. store the photos they take long term
d. are in development but not yet in use

ANSWER: a

42. The use of AI cameras for facial identification poses no risk to privacy.
a. True
b. False

ANSWER: b

43. Evaluate the following prompts entered by an employee of Pirate Pizza while using ChatGPT. Which prompts pose a danger to privacy? Select all the options that apply.
a. Write a proposal for Pirate Pizza to cater civic events addressed to Mayor Brown of Irondale.
b. Write a social media post for a pizza restaurant using locally sourced ingredients.
c. Plan a coupon campaign to promote vegetarian and gluten-free pizza sales.
d. Suggest an appetizing way to describe our secret sauce, made of… [Employee lists the ingredients]

ANSWER: a, d

44. Which of the following information is/are PII? Select all the options that apply.
a. your ZIP code
b. your utility company
c. your medical history
d. your email address

ANSWER: c, d

45. Evaluate the following actions of a lawyer using an AI system. Which action violates client confidentiality?
a. entering the terms section of a rental contract as part of a prompt

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b. uploading a client's entire prenuptial agreement into the AI system
c. searching for legal precedents using a description of a client's situation
d. asking the AI system to draft the body of an email to a client

ANSWER: b

46. Large AI models such as ChatGPT are trained using carefully selected, reliable data sources.
a. True
b. False

ANSWER: b

47. Suppose you are using ChatGPT to research a health condition. You learned about a really important recent discovery related to this condition last week, and expected ChatGPT to tell you more about it, but ChatGPT's responses do not mention this discovery. From this observation, you infer that _____.
a. the information you read about the new discovery was inaccurate
b. information about this new discovery was published only on the Internet
c. the new discovery was not as important as you perceived it to be
d. news about this discovery was not included in ChatGPT's training data

ANSWER: d

48. Bias in AI tools emerges from preconceived societal attitudes; distorted viewpoints; and imbalanced representation of certain communities, ages, or genders.
a. True
b. False

ANSWER: a

49. What is the best way to verify information provided by ChatGPT about reducing one's cancer risk?
a. Ask ChatGPT the same or similar questions several times using different wordings.
b. Cross-reference ChatGPT's results with the Centers for Disease Control and Prevention.
c. Use your own critical thinking abilities to evaluate the information provided logically.
d. Create a citation for your findings using either MLA or APA standard format.

ANSWER: b

50. Imagine that you are using ChatGPT to research a theory that is being actively challenged by some experts in the field. Asking ChatGPT to describe arguments for and against the validity of this theory is a good strategy.
a. True
b. False

ANSWER: a

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