MANGALMAY
INSTITUTE OF MANAGEMENT TECHNOLOGY
— Greater Noida —

NAAC ACCREDITED 2020

22 YEARS CELEBRATING

ADD ON

CERTIFICATION PROGRAM

on

Leveraging Technology: ChatGPT, AI and Wordpress for Business

BBA 1st Year students

Date: 1st April, 2024 to 29th April, 2024
Time: 3:00 PM - 5:00 PM | Venue: Computer Lab, B Block

Coordinator:
Mr. Surya Shekhar Vishal

Resource Person
Mr. Deepanshu Yadav

Mangalmay Institute of Management Technology
Greater Noida (U.P.)

NAAC
ACCREDITED

Date: 27th March, 2024

NOTICE

MIMT is organizing an Add-on certification course on "**Leveraging Technology: ChatGPT, AI and Wordpress for Business**" starting from **1st April, 2024** in B-Block Computer Lab, MIMT. This is to inform that all BBA 1st Year students of the Management Department can enroll for the same.

The details of the certification is given below:

Program Details : -

Date:	1st April, 2024 to 29th April, 2024
Time:	3:00 PM - 5:00 PM
Venue:	B-Block Computer Lab, MIMT
Participants:	Students of BBA 1st Year
Resource Person:	Mr. Deepanshu Yadav
Coordinator:	Mr. Surya Shekhar Vishal
Registration:	Interested students can give their names to the coordinator latest by 29/03/24

Associate Dean
MIMT

CC to:

Principal, MIMT

IQAC, MIMT

HODs/Coordinators

Faculty Members

Student Notice Board

Office File

Syllabus

(32 Hours)

Module 1: Introduction to ChatGPT and Prompt Engineering (6 Hours)

Session 1: Overview of ChatGPT and Its Applications

- ○ **Introduction to ChatGPT**
- ○ **Use Cases and Applications**
- ○ **Benefits of Using ChatGPT in Various Domains**

Session 2: Understanding Prompt Engineering: Fundamentals and Principles

- ○ **Basics of Prompt Engineering**
- ○ **Principles of Effective Prompt Design**
- ○ **Examples of Different Prompt Types**

Session 3: Crafting Effective Prompts: Techniques and Examples

- ○ **Techniques for Creating Effective Prompts**
- ○ **Impact of Prompt Length and Context**
- ○ **Specificity in Prompts: Balancing Detail and Brevity**

Module 2: Advanced Prompt Engineering and API Integration (6 Hours)

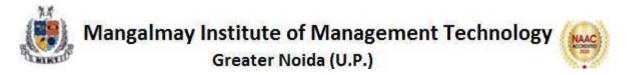**Session 4: Context Manipulation and Bias Reduction in Prompts**

- ○ **Techniques for Context Manipulation**
- ○ **Methods for Reducing Bias in AI Outputs**
- ○ **Ethical Considerations in Prompt Design**

Session 5: Dynamic Prompting Strategies: Generating Interactive Conversations

- ○ **Strategies for Interactive Prompting**
- ○ **Adapting AI Responses to User Interactions**
- ○ **Style Transfer and Personality Adaptation**

Session 6: Introduction to ChatGPT API and Documentation

- ○ **Overview of ChatGPT API**
- ○ **Key Features and Functions**
- ○ **Navigating API Documentation**

Module 3: Building Custom Chatbots and Content Generation (6 Hours)

Session 7: Building Custom Chatbots with ChatGPT API

- ○ **Steps to Build Custom Chatbots**
- ○ **Use Cases for Automated Responses**
- ○ **Implementing Ticket Triage Systems**

Session 8: Content Generation and Personalization using ChatGPT

- ○ **Techniques for Content Generation**
- ○ **Personalization Strategies with ChatGPT**
- ○ **Exploring Free AI Tools and Resources**

Session 9: Natural Language Processing (NLP) Applications

- ○ **Sentiment Analysis Using NLP**
- ○ **Text Summarization Techniques**
- ○ **Integrating NLP into ChatGPT Applications**

Module 4: Image Recognition, Predictive Analytics, and WordPress Basics (6 Hours)

Session 10: Image Recognition and Processing Tools

- ○ **Overview of Image Recognition Tools**
- ○ **Object Detection Techniques**
- ○ **Image Tagging and Its Applications**

Session 11: Predictive Analytics and Data Visualization Tools

- ○ **Predictive Analytics Methods**
- ○ **Data Visualization Techniques**
- ○ **Tools for Business Insights**

Session 12: Introduction to WordPress: Installation and Setup

- ○ **Installing WordPress**
- ○ **Basic Setup and Configuration**
- ○ **Overview of WordPress Dashboard**

Module 5: WordPress Development and AI Integration (6 Hours)

Session 13: Choosing and Customizing Themes for WordPress Websites

- ○ **Selecting Themes for WordPress**
- ○ **Customizing Theme Features**
- ○ **Responsive Design Considerations**

Session 14: Adding Functionality with Plugins

- ○ **Essential Plugins for SEO, Security, and Performance**
- ○ **Installing and Configuring Plugins**
- ○ **Enhancing Website Functionality**

Session 15: E-commerce Integration and SEO Strategies

- ○ **Setting Up an Online Store with WordPress**
- ○ **SEO Best Practices for WordPress Websites**
- ○ **Optimizing E-commerce Features**

Module 6: Final Projects and Course Wrap-Up (6 Hours)

Session 16: Incorporating ChatGPT in WordPress: Chatbots and Dynamic Content

- ○ **Implementing ChatGPT Chatbots in WordPress**
- ○ **Creating Dynamic Content with AI**
- ○ **Enhancing User Interaction**

Schedule

Session	Content	Time	Date
S1	Overview of ChatGPT and its Applications Benefits of using ChatGPT in various domains	3:00 PM - 5:00 PM	1st April, 2024
S2	Understanding Prompt Engineering: Fundamentals and Principles Principles of Effective Prompt Design	3:00 PM - 5:00 PM	2nd April, 2024
S3	Crafting Effective Prompts: Techniques and Examples Fine-Tuning Prompt Parameters: Length, Context, and Specificity	3:00 PM - 5:00 PM	3rd April, 2024
S4	Context Manipulation and Bias Reduction in Prompts	3:00 PM - 5:00 PM	4th April, 2024

	Methods for Reducing Bias in AI Outputs		
S5	Dynamic Prompting Strategies: Generating Interactive Conversations	3:00 PM - 5:00 PM	8th April, 2024
	Adapting AI Responses to User Interactions		
S6	Introduction to ChatGPT API and Documentation	3:00 PM - 5:00 PM	9th April, 2024
	Navigating API Documentation		
S7	Building Custom chatbots with ChatGPT API	3:00 PM - 5:00 PM	10th April, 2024
	ChatGPT in Customer Support: Automated Responses and Ticket Triage		
S8	Content generation and personalization using ChatGPT	3:00 PM - 5:00 PM	11th April, 2024
	Personalization strategies with ChatGPT		
S9	Natural language processing (NLP) applications	3:00 PM - 5:00 PM	12th April, 2024
	Sentiment analysis using NLP		
S10	Image recognition and Processing Tools	3:00 PM - 5:00 PM	15th April, 2024
	Object detection techniques		
S11	Predictive Analytics and Data Visualization Tools for Business Insights	3:00 PM - 5:00 PM	16th April, 2024
	Data Visualization Techniques		
S12	Introduction to Wordpress	3:00 PM - 5:00 PM	18th April, 2024
	Installation and Setup configration		
S13	Choosing and Customising themes for WordPress Websites	3:00 PM - 5:00 PM	19th April, 2024
	Selecting themes for WordPress		
S14	Adding Functionality with Plugins	3:00 PM - 5:00 PM	22nd April, 2024
	Essential plugins for SEO, Security, Performance		
S15	E-commerce Integration and SEO Strategies	3:00 PM - 5:00 PM	26th April, 2024
	Setting up an online store with WordPress		
S16	Incorporating ChatGPT in WordPress: Chatbots, Dynamic Content	3:00 PM - 5:00 PM	29th April, 2024

	Creating dynamic content with AI		
	Assessment	3:00 PM - 4:00 PM	30th April, 2024

Report	
Name of Activity	Leveraging Technology: ChatGPT, AI and Wordpress for Business
Date	1st April, 2024 - 29th April, 2024
Venue	B-Block, Computer Lab, MIMT
Organised by	Management Department
Participation by	BBA 1st Year students
No. of Participants	44
Resource Person	Mr. Deepanshu Yadav
Activity Convener	Mr. Sachin Kumar
Objective	The objective of this class is to equip participants with comprehensive knowledge and practical skills in three key areas: ChatGPT prompt engineering, AI applications for business, and WordPress website creation. By the end of the course, participants should be able to: 1) Understand the principles of prompt engineering and effectively utilize ChatGPT for various tasks and applications. 2) Identify and utilize free AI tools and resources to enhance business operations, including natural language processing, image recognition, and predictive analytics. 3) Develop proficiency in building and customizing WordPress websites, from setup and design to content management and optimization. 4) Apply learned concepts and techniques through hands-on projects, culminating in the creation of integrated AI-driven solutions within WordPress websites. Overall, participants will gain a holistic understanding of how AI technologies can be leveraged to enhance business processes and customer experiences, alongside practical skills in implementing these solutions through WordPress website development.

Content	**Day 1: Overview of ChatGPT and Its Applications** On Day 1, we introduced ChatGPT, a state-of-the-art language model developed by OpenAI. The session began with a thorough explanation of what ChatGPT is and how it functions. We explored various use cases, such as customer support, content creation, and educational tools, demonstrating the model's versatility. Benefits of using ChatGPT were highlighted, including its capacity for generating coherent and contextually relevant responses, its scalability, and its ability to enhance productivity across different domains. By the end of the session, participants had a clear understanding of the wide range of applications and advantages offered by ChatGPT.

Day 2: Understanding Prompt Engineering: Fundamentals and Principles On Day 2, the focus shifted to the fundamentals of prompt engineering. We began by covering the basics of crafting effective prompts, emphasizing how prompts guide the model's responses. Key principles of effective prompt design were discussed, including clarity, relevance, and specificity. Examples of different prompt types were provided to illustrate how varying prompt structures can influence the outputs. Participants learned how to design prompts that effectively communicate their intent and elicit the desired information from ChatGPT.

Day 3: Crafting Effective Prompts: Techniques and Examples On Day 3, we delved into techniques for crafting effective prompts. The session covered various methods to optimize prompt creation, including considerations of prompt length and context. We discussed how the specificity of prompts impacts the quality and relevance of the responses received. Through practical examples and exercises, participants practiced creating prompts that balance detail with brevity, aiming to improve the clarity and accuracy of the model's outputs. By the end of the day, participants were adept at designing prompts that effectively harness ChatGPT's capabilities.

Day 4: Context Manipulation and Bias Reduction in Prompts On Day 4, we explored advanced techniques for context manipulation and reducing bias in prompts. The session focused on how to provide context effectively to guide the model's responses and ensure that they are relevant and accurate. We discussed methods for minimizing bias in AI outputs, including the use of neutral language and balanced phrasing. Ethical considerations were also addressed to ensure responsible prompt design. Participants learned to create prompts that mitigate bias and better control the model's output in various scenarios.

Day 5: Dynamic Prompting Strategies: Generating Interactive Conversations On Day 5, we examined strategies for dynamic prompting to facilitate interactive conversations. Techniques for creating engaging and responsive dialogues with ChatGPT were explored, including adapting the AI's responses based on user interactions. We also covered style transfer and personality adaptation to tailor the model's responses to different contexts and user preferences. Participants practiced implementing these strategies, learning how to create more interactive and personalized experiences using ChatGPT.

Day 6: Introduction to ChatGPT API and Documentation On Day 6, we introduced the ChatGPT API and its documentation. The session began with an overview of the API, highlighting its key features and functions, such as endpoint utilization and authentication. Participants learned how to navigate the API documentation effectively to integrate ChatGPT into their applications. Practical examples demonstrated how to use the API for various purposes. By the end of the session, participants were familiar with the technical aspects of working with the ChatGPT API.

Day 7: Building Custom Chatbots with ChatGPT API On Day 7, the focus was on building custom chatbots using the ChatGPT API. We covered the steps involved in creating chatbots tailored to specific needs, including designing conversation flows and handling user inputs. Use cases for automated responses were discussed, such as customer support and ticket triage systems. Participants engaged in hands-on exercises to develop their own chatbots, applying the knowledge gained to implement effective automated solutions.

Day 8: Content Generation and Personalization using ChatGPT On Day 8, we explored content generation and personalization techniques using ChatGPT. The session covered methods for generating various types of content, such as articles and social media posts. We discussed strategies for personalizing content based on user preferences to enhance engagement. Participants also explored free AI tools and resources that complement ChatGPT for content creation. Hands-on activities involved generating and personalizing content, applying the techniques discussed to real-world scenarios.

Day 9: Natural Language Processing (NLP) Applications On Day 9, we focused on Natural Language Processing (NLP) applications. We covered techniques for sentiment analysis and text summarization, illustrating how these methods can be integrated with ChatGPT. The session included practical exercises on analyzing text data and summarizing information. Participants learned how to use NLP techniques to extract insights and enhance the capabilities of ChatGPT in various applications.

Day 10: Image Recognition and Processing Tools On Day 10, we introduced image recognition and processing tools. The session provided an overview of key tools used for image recognition, including object detection and image tagging techniques. We discussed how these tools can be applied in different contexts, such as improving visual content and automating image-related tasks. Participants engaged in hands-on activities to experiment with image recognition tools and understand their practical uses.

Day 11: Predictive Analytics and Data Visualization Tools On Day 11, we explored predictive analytics and data visualization tools. The session covered methods for performing predictive analysis to forecast trends and outcomes. We discussed various data visualization techniques, including creating charts, graphs, and dashboards to present business insights effectively. Participants practiced using these tools to analyze and visualize data, gaining insights into their

	application for business decision-making.

Day 12: Introduction to WordPress: Installation and Setup On Day 12, we provided an introduction to WordPress, focusing on installation and setup. Participants learned how to install WordPress on a web server and configure initial settings. The session included an overview of the WordPress dashboard, highlighting key features and functionalities. Hands-on activities allowed participants to set up and configure their WordPress sites, laying the foundation for further development and customization.

Day 13: Choosing and Customizing Themes for WordPress Websites On Day 13, we focused on choosing and customizing themes for WordPress websites. Participants learned how to select themes based on their website needs and design preferences. We covered techniques for customizing theme features, including layout adjustments and design modifications. Responsive design considerations were also addressed to ensure optimal performance on various devices. Hands-on exercises involved customizing a chosen theme to meet specific requirements.

Day 14: Adding Functionality with Plugins On Day 14, we explored adding functionality to WordPress sites using plugins. The session covered essential plugins for SEO, security, and performance enhancements. Participants learned how to install and configure plugins to extend website features. Best practices for plugin management and integration were discussed. Practical activities included installing and configuring plugins to improve website functionality and optimize performance.

Day 15: E-commerce Integration and SEO Strategies On Day 15, we covered e-commerce integration and SEO strategies for WordPress. The session included setting up an online store using WordPress plugins and tools. We discussed SEO best practices to enhance website visibility and search engine ranking. Techniques for optimizing e-commerce features, such as product listings and checkout processes, were also covered. Participants applied these strategies to create and optimize their e-commerce sites.

Day 16: Incorporating ChatGPT in WordPress: Chatbots and Dynamic Content On Day 16, we explored incorporating ChatGPT into WordPress sites. Participants learned how to implement ChatGPT chatbots and create dynamic content using AI. The session covered integration techniques and practical applications for enhancing user interaction on WordPress sites. Hands-on activities included setting up ChatGPT chatbots and developing dynamic content elements to improve user engagement. |
| Assessment | At the end of the "Leveraging Technology: ChatGPT, AI and Wordpress for Business" course there was a MCQ assessment assigned to assess the understanding level of the students. |

Outcome of Activity	Upon completion of the 16 days course, participants will possess a comprehensive skill set in ChatGPT prompt engineering, integration of free AI applications for business needs, and proficient WordPress website creation. They will demonstrate the ability to craft effective prompts, implement AI-driven solutions in real-world scenarios, and build functional and visually appealing websites. Through hands-on projects and presentations, participants will showcase their ability to leverage AI technologies to enhance business processes and create dynamic online experiences, setting a solid foundation for future endeavors in AI-driven innovation and web development.

List of Beneficiaries

S. No.	Roll Number	Student Name	Registered
1	230992010193	AANYA SINGH	Registered
2	230992010194	AARADHYA DIXIT	Registered
3	230992010203	ABHIJEET NAUTIYAL	Registered
4	230992010204	ABHISHEK	Registered
5	230992010215	ADITI SAH	Registered
6	230992010221	ADITYA SHARMA	Registered
7	230992010224	ADVEIT SINGH	Registered
8	230992010230	AKSHRA AGARWAL	Registered
9	230992010235	AMBIKA KUMARI	Registered
10	230992010243	ANJALI RAWAT	Registered
11	230992010254	ANSHIKA PANDEY	Registered
12	230992010262	ARADHY SHARMA	Registered
13	230992010273	AVINESH	Registered
14	230992010277	AYUSHI PANDEY	Registered
15	230992010288	CHHAVI GOYAL	Registered
16	230992010297	DEVASHISH	Registered
17	230992010305	DRISHTI SHARMA	Registered
18	230992010308	FRANKLIN CHRISTY	Registered
19	230992010314	GORISHANKAR	Registered
20	230992010337	HIMANSHU YADAV	Registered
21	230992010343	JATIN SINGH NEGI	Registered
22	230992010347	KANAK RANA	Registered
23	230992010357	KHUSHI SINGH	Registered
24	230992010377	MANISH PAL	Registered
25	230992010390	MILI MANDAL	Registered
26	230992010404	MUSKAN	Registered

27	230992010405	MUSKAN JAISWAL	Registered
28	230992010406	MUSKAN SEN	Registered
29	230992010407	MUSKAN SINGH	Registered
30	230992010415	NEHA KANOJIA	Registered
31	230992010431	NITIN KUMAR PANDIT	Registered
32	230992010437	PANKAJ SINGH	Registered
33	230992010441	PAWAN SHARMA	Registered
34	230992010442	PAYAL MISHRA	Registered
35	230992010455	PREETI RAI	Registered
36	230992010459	PRIYA	Registered
37	230992010486	RISHABH BATHAM	Registered
38	230992010510	SAGAR MANI	Registered
39	230992010530	SATYAM DUBEY	Registered
40	230992010550	SHRUTI GAUR	Registered
41	230992010552	SHUBHAM KUMAR	Registered
42	230992010556	SONI CHAUHAN	Registered
43	230992010559	SPANDANA TUDU	Registered
44	230992010582	UDAY YADAV	Registered

Status of Students for Add on certificate of Leveraging Technology: ChatGPT, AI and Wordpress for Business:-

S. No.	Roll Number	Student Name	Registered	Status
1	230992010193	AANYA SINGH	Registered	Completed
2	230992010194	AARADHYA DIXIT	Registered	Completed
3	230992010203	ABHIJEET NAUTIYAL	Registered	Completed
4	230992010204	ABHISHEK	Registered	Completed
5	230992010215	ADITI SAH	Registered	Completed
6	230992010221	ADITYA SHARMA	Registered	Completed
7	230992010224	ADVEIT SINGH	Registered	Completed
8	230992010230	AKSHRA AGARWAL	Registered	Completed
9	230992010235	AMBIKA KUMARI	Registered	Completed
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42	230992010556	SONI CHAUHAN	Registered	Completed
43	230992010559	SPANDANA TUDU	Registered	Completed
44	230992010582	UDAY YADAV	Registered	Completed

PROFILE OF THE RESOURCE PERSON

Mr. Deepanshu Yadav (MBA)

Specialized in the field of sourcing & end to end recruitment with effective Team Management. Offering expertise in building and growing business relationships, driving growth, and streamlining processes, through active engagement in the entrepreneurship events.

4+ years of Corporate Experience.

Photograph Glimpses

Delivering details about "Content Generation and Personalization using ChatGPT"

Doubts session and Course Conclusion

Sample Certificate

Mangalmay Institute of Management Technology
Greater Noida (U.P.)

CERTIFICATE

It is to certify that **Ms. Aanya Singh** of **BBA 1st year** has successfully completed **32 hours** certification course on **"Leveraging Technology: ChatGPT, AI and Wordpress for Business"** from **01/04/2024 to 29/04/2024** organized by Mangalmay Institute of Management & Technology, Greater Noida.

VICE CHAIRMAN
Mangalmay Group of
Institutions

IQAC Coordinator
Mangalmay Institute of
Management & Technology

PRINCIPAL
Mangalmay Institute of
Management & Technology

Sample Assessment

Course: BBA

ADD-ON COURSE QUIZ

Course Name: Leveraging Technology: ChatGPT, AI and Wordpress for Business

Time: 1 hour

Name - Aanya Singh   Roll no - 2309920I0193   Invigilator Sign -
Batch - 2023-24   Date - 30/04/2024   Semester - 2nd

General Instructions: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'

1) What is ChatGPT primarily used for in a business context?

- A. Data analysis
- B. Customer support and interaction
- C. Inventory management
- D. Financial accounting

2) Which AI application is best suited for automating customer service interactions?

- A. Image recognition
- B. Natural language processing (NLP)
- C. Predictive analytics
- D. Machine learning

3) WordPress is best known as a:

- A. Customer Relationship Management (CRM) tool
- B. Content Management System (CMS)
- C. E-commerce platform
- D. Social media network

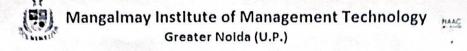**4) Which plugin is commonly used to optimize SEO on WordPress sites?**

- A. WooCommerce
- B. Jetpack
- C. Yoast SEO
- D. Elementor

5) What does AI stand for?

- A. Automated Information
- B. Artificial Intelligence
- C. Algorithmic Insights
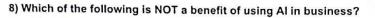- D. Analytical Interface

6) ChatGPT is developed by which company?

- A. Google
- B. Microsoft
- C. OpenAI
- D. IBM

7) Which feature of WordPress helps in creating and managing an online store?

- A. Jetpack
- B. WooCommerce
- C. Akismet
- D. Yoast SEO

8) Which of the following is NOT a benefit of using AI in business?

- A. Increased efficiency
- B. Improved decision-making
- C. Decreased data security
- D. Cost reduction

9) What type of AI is ChatGPT considered?

- A. Narrow AI
- B. General AI
- C. Superintelligent AI
- D. Reactive AI

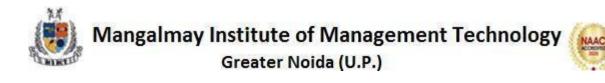**10) Which WordPress plugin can be used for advanced page building and design?**

- A. Yoast SEO
- B. Elementor
- C. Akismet
- D. WP Super Cache

11) How can AI enhance personalization in marketing?

- A. By creating identical ads for all customers
- B. By analyzing customer data to tailor content and offers
- C. By reducing customer data collection
- D. By eliminating human intervention

12) Which language is primarily used for developing WordPress themes and plugins?

- A. Python
- B. JavaScript
- C. PHP
- D. Ruby

13) What is a chatbot?

- A. A human customer service representative
- B. A software application designed to simulate human conversation
- C. An AI that only performs data analysis
- D. A type of CRM system

14) Which tool helps WordPress users to backup their websites?

- A. WP Super Cache
- B. UpdraftPlus
- C. Jetpack
- D. Elementor

15) In the context of AI, what does NLP stand for?

- A. Neural Linguistic Programming
- B. Natural Language Processing
- C. Network Language Protocol
- D. Non-linear Programming

16) What is the primary benefit of using AI chatbots for customer service?

- A. Increasing marketing spend
- B. Reducing customer satisfaction
- C. Providing 24/7 customer support
- D. Limiting customer interaction

17) Which WordPress plugin is used for securing websites from spam?

- A. Akismet
- B. WooCommerce
- C. Elementor
- D. Jetpack

18) Which AI capability is crucial for predictive maintenance in manufacturing?

- A. Speech recognition
- B. Image processing
- C. Predictive analytics
- D. Text generation

19) What is the primary purpose of a WordPress theme?

- A. To manage SEO settings
- B. To change the appearance and layout of a website
- C. To add e-commerce functionality
- D. To enhance website security

20) How does AI contribute to better customer insights?

- A. By ignoring customer data
- B. By analyzing large volumes of data quickly
- C. By reducing data collection
- D. By creating random customer profiles

21) Which WordPress feature allows for extended functionality through additional software?

- A. Themes
- B. Widgets
- C. Plugins
- D. Menus

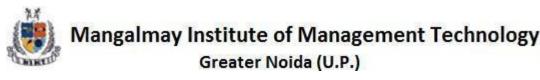22) In AI, what is machine learning?

- A. A method for creating human-like robots
- B. A type of data encryption
- C. A technique for teaching computers to learn from data
- D. A software for managing projects

23) What is the advantage of using AI-powered analytics in business?

- A. Slower data processing
- B. Enhanced decision-making with real-time data
- C. Increased manual data entry
- D. Limited data accessibility

24) Which WordPress plugin helps with website performance optimization?

- A. WP Super Cache
- B. Yoast SEO
- C. WooCommerce
- D. UpdraftPlus

25) What is the role of AI in automating repetitive tasks?

- A. To make tasks more complex
- B. To perform tasks quickly and accurately
- C. To increase the number of repetitive tasks
- D. To eliminate the need for automation

26) Which feature of WordPress assists in search engine optimization?

- A. Widgets
- B. Plugins
- C. Themes
- D. Menus

27) What is the key benefit of integrating AI with WordPress for businesses?

- A. Higher manual workload
- B. Enhanced website customization and user engagement
- C. Reduced website functionality
- D. Increased technical difficulties

28) Which AI technology helps in understanding and processing human language?

- A. Machine vision
- B. Natural language processing
- C. Predictive maintenance
- D. Automated reasoning

29) How can WordPress help businesses with e-commerce?

- A. By using the Akismet plugin
- B. By providing blogging features only
- C. By integrating WooCommerce for online stores
- D. By offering social media tools

30) Which AI application can help businesses predict customer behavior?

- A. Image recognition
- B. Natural language processing
- C. Predictive analytics
- D. Robotic process automation