

Question No.	Answer
1	B
2	D
3	A
4	A
5	B
6	B
7	A
8	D
9	A
10	A
11	D

Ans 12. The K-means clustering algorithm is sensitive to outliers, because a mean is easily influenced by extreme values. K-medoids clustering is a variant of K-means that is more robust to noises and outliers.

Ans 13. This is one of the most widely used techniques for market or customer segmentation wherein the company's data can be segregated into clusters and used to identify certain patterns which leads to a more customised approach. This technique comprises machine learning algorithms through which data analysts can draw inferences from datasets without labelled responses. Cluster analysis is also widely used for exploratory data analysis to find hidden patterns or grouping in data.

Ans 14. The basic k-means clustering is based on a non-deterministic algorithm. This means that running the algorithm several times on the same data, could give different results. However, to ensure consistent results, FCS Express performs k-means clustering using a deterministic method.