



**Recommender Systems**  
**Assignment- Week 8**  
**TYPE OF QUESTION: MCQ/MSQ**

**Number of questions: 10**

**Total marks: 20**

**QUESTION 1:**

If an online store uses multiple recommendation algorithms and the items recommended by various systems are presented together side by side, it can be termed as a \_\_\_\_\_ design strategy.

- a) Ensemble
- b) Monolithic
- c) Mixed systems**
- d) Complicated

**Correct Answer: c**

**Explanation:** Refer to Week 8 lecture 1 slide 4

**QUESTION 2:**

In a Weighted Hybrid model of recommendation engine one component of the model is a collaborative recommender that uses a ratings matrix, whereas another component of the model is a content-based recommender. This is an example of weighted hybrid with \_\_\_\_\_.

- a) Homogeneous data type and model classes
- b) Heterogeneous data type and model classes**
- c) Homogeneous data type and bagging of classes
- d) Heterogeneous data type and boosting of classes

**Correct Answer: b**

**Explanation:** Refer to Week 8 lecture 1 slide 11



**QUESTION 3:**

Which of the following information is not used by knowledge based recommender system ?

- a) Item attribute
- b) Rating**
- c) User specification
- d) Domain knowledge

**Correct Answer: b**

**Explanation:** Refer to Week 8 lecture 2 slide 4

**QUESTION 4:**

Constraint-based systems present the recommendations as a ranked list of matching items. How does the rank get determined?

- a) Using a weighted average of the value function of each attribute. The weights and the value functions are determined from past user interactions.**
- b) Using a utility function defined by the user
- c) Adding the TF-IDF values of each attribute
- d) Multiplying the binary representation of each attribute

**Correct Answer: a**

**Explanation:** Refer to Week 8 lecture 2 slide 15

**QUESTION 5:**

What defines context in context-sensitive recommender systems?

- a) User preferences
- b) Item attributes
- c) Additional information shaping recommendation situations**
- d) Temporal factors

**Correct Answer: c**

**Explanation:** Refer to Week 8 lecture 3 slide 3



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**QUESTION 6:**

Which of the following context based approach first generates recommendations and then localized it to a specific context:

- a) Contextual pre-filtering
- b) Contextual post-filtering**
- c) Contextual modeling
- d) Contextual dimensionality reduction

**Correct Answer: b**

**Explanation:** Refer to Week 8 lecture 3 slide 6, 10

**QUESTION 7:**

A sports goods producer wishes to find a brand ambassador for a newly introduced item. An appropriate person would be the one whom everyone respects in this domain. How to find such a person in a social network?

- a) Recommending links
- b) Recommending nodes by influence and content
- c) Recommending nodes by authority and context**
- d) Recommending nodes by example

**Correct Answer: c**

**Explanation:** Refer to Week 8 lecture 4 slide 4, 6

**QUESTION 8:**

Linear Threshold Model is used to study \_\_\_\_\_ in a network.

- a) Influence propagation capability of a node**
- b) the future links between pairs of nodes
- c) node authority based on incoming links
- d) All of the above

**Correct Answer: a**

**Explanation:** Refer to Week 8 lecture 4 slide 18-20



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**QUESTION 9:**

The trust between two nodes is estimated as a function of common items rated by two node and their respective neighbors. This is an example of \_\_\_\_\_ trust.

- a) Explicit
- b) Implicit**
- c) Direct
- d) Indirect

**Correct Answer: b**

**Explanation:** Refer to Week 8 lecture 5 slide 4

**QUESTION 10:**

In a weighed trust graph, suppose there is no direct connection between users u and w. However, they are connected through user v. We can compute the trust values between u and w by

- a) By multiplying all the trust weight along the path
- b) Adding the trust values and taking the average
- c) Adding the trust values
- d) Any of the above method as per user preference**

**Correct Answer: d**

**Explanation:** Refer to Week 8 lecture 5 slide 14-15