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**Started on** Friday, 17 December 2021, 9:40 AM

**State** Finished

**Completed on** Friday, 17 December 2021, 11:00 AM

**Time taken** 1 hour 19 mins

**Grade** 45.00 out of 46.00 (98%)

Question 1

Complete

Mark 1.00 out of 1.00

To improve Social Media Engagement the tweets related to the brand are retransmitted by the followers of the brand.

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question 2

Complete

Mark 2.00 out of 2.00

The following array shows different colors with their indices.

1	Red
2	Green
3	Blue
4	Yellow
5	Orange

If we apply one-hot encoding then what will be the code for Green?

Select one:

- ☐ a. [1,0,0,0,0]
- ☐ b. [0,0,0,0,0]
- ☐ c. [0,0,0,0,1]
- ☐ d. [0,0,0,1,0]
- ☒ e. None of the above

The correct answer is: None of the above

## Question 3

Complete

Mark 1.00 out of 1.00

Which one of the following is not used to protect the Intellectual Properties?

Select one:

- ☐ a. Copyrights
- ☒ b. Trade Secret
- ☐ c. Patent
- ☐ d. Trademark

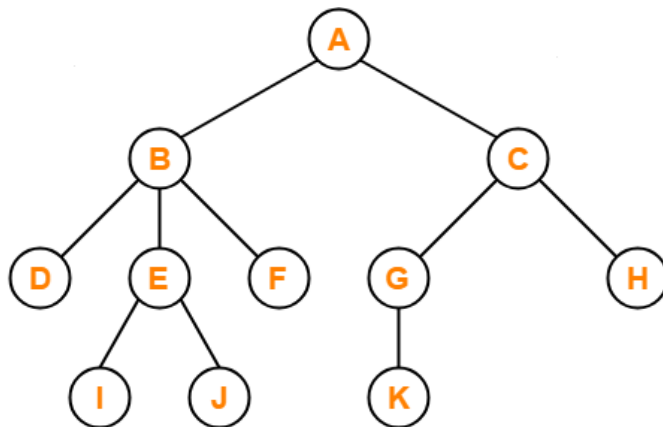
The correct answer is: Trade Secret

## Question 4

Complete

Mark 1.00 out of 1.00

What is the degree of the node E in the following network:



Select one:

- ☐ a. 0
- ☒ b. 3
- ☐ c. 2
- ☐ d. 1

The correct answer is: 3

Question **5**

Complete

Mark 1.00 out of 1.00

Which one of the following is used to measure the quality of the data?

Select one:

- ☐ a. Volume
- ☐ b. Value
- ☒ c. Veracity
- ☐ d. Velocity

The correct answer is: Veracity

Question **6**

Complete

Mark 1.00 out of 1.00

In the risk assessment process, risks are prioritized based on the total cost required to mitigate the risks.

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question **7**

Complete

Mark 1.00 out of 1.00

Which one is an example of semi-structured data?

Select one:

- ☐ a. Video files
- ☒ b. JSON files
- ☐ c. Audio files
- ☐ d. text files
- ☐ e. Database tables

The correct answer is: JSON files

Question **8**

Complete

Mark 1.00 out of 1.00

Which analytics method uses Real-time data?

Select one:

- ☒ a. Social Media Analytics
- ☐ b. Business Analytics
- ☐ c. None of the above

The correct answer is: Social Media Analytics

Question **9**

Complete

Mark 1.00 out of 1.00

To answer a question like "How many computers were sold this year?" what type of analytics are you going to apply?

Select one:

- ☐ a. Predictive analytics
- ☐ b. Prescriptive analytics
- ☒ c. Descriptive analytics

The correct answer is: Descriptive analytics

Question **10**

Complete

Mark 0.00 out of 1.00

A higher TF-IDF score for a word means the word is rarer in the whole collection of documents.

Select one:

- ☒ True
- ☐ False

The correct answer is 'False'.

Question **11**

Complete

Mark 1.00 out of 1.00

A document is composed of corpus (in case of text representation).

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question **12**

Complete

Mark 1.00 out of 1.00

TFIDF score for a word reflects how important the word is to the collection of documents.

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question **13**

Complete

Mark 1.00 out of 1.00

XML is an example of structured data.

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question **14**

Complete

Mark 1.00 out of 1.00

Brand sales is a non-tangible value to firms

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question **15**

Complete

Mark 1.00 out of 1.00

Out of the following, which one is explicit feedback?

Select one:

- ☐ a. Sentiment score generated from the comments given on a movie
- ☐ b. A user views a video
- ☒ c. A user rates a movie
- ☐ d. A user spends two minutes on a webpage

The correct answer is: A user rates a movie

Question **16**

Complete

Mark 3.00 out of 3.00

A network has 30 nodes and they are connected using 70 [links](#). What is the density of the network?

Select one:

- ☐ a. 0.1
- ☒ b. 0.16
- ☐ c. 0.08
- ☐ d. 0.14

The correct answer is: 0.16

## Question 17

Complete

Mark 1.00 out of 1.00

To identify SPAM emails, you want to use:

Select one:

- ☒ a. a classification algorithm
- ☐ b. a clustering algorithm

The correct answer is: a classification algorithm

## Question 18

Complete

Mark 1.00 out of 1.00

A recommender system developed based on the different interactions by the users of the system is known as a content-based recommender system.

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

## Question 19

Complete

Mark 1.00 out of 1.00

The word "apple" appears 10 times in Doc-101, and this document contains 500 words in total. So, what is the normalized Term Frequency?

Select one:

- ☐ a. 10
- ☒ b. 0.02
- ☐ c. 0.1
- ☐ d. 500

The correct answer is: 0.02

Question **20**

Complete

Mark 2.00 out of 2.00

Document D201 contains the word "orange" 30-times, and D201 has 300 words in total. There are 500,000 documents in total, and 50,000 documents contain the word "orange". Now, calculate:  $TF\text{-}IDF("orange", D201)$  and select your answer from the followings:

Select one:

- ☒ a. 0.1
- ☐ b. 2
- ☐ c. 1
- ☐ d. 0.2

The correct answer is: 0.1

Question **21**

Complete

Mark 1.00 out of 1.00

Which one is a bi-gram for the following sentence:

We drink coffee every morning.

Select one:

- ☐ a. {We, every}
- ☐ b. {drink, morning}
- ☐ c. {coffee, morning}
- ☒ d. {drink, coffee}

The correct answer is: {drink, coffee}

Question **22**

Complete

Mark 1.00 out of 1.00

Clustering could be used to remove noise from the data.

Select one:

- ☒ True
- ☐ False

The correct answer is 'True'.



Question **23**

Complete

Mark 1.00 out of 1.00

A network has the following edges with their shortest path length:

AB: 40 units (Here, the length of the shortest path between nodes A and B is 40 units, similar concept is applied to the rest as well)

AD: 50 Units

BC: 30 Units

BD: 70 Units

AC: 25 Units

What is the diameter of the network?

Select one:

- ☐ a. 25 Units
- ☐ b. 30 Units
- ☒ c. 70 Units
- ☐ d. 50 Units

The correct answer is: 70 Units

Question **24**

Complete

Mark 1.00 out of 1.00

What type of data analytics task you will apply to partition the students into similar groups based on their courses, programs, and demographic profile?

Select one:

- ☐ a. Classification
- ☐ b. Linear Regression
- ☒ c. Clustering
- ☐ d. Logistic Regression

The correct answer is: Clustering

Question **25**

Complete

Mark 1.00 out of 1.00

Which one is true about Social Media Analytics?

Select one:

- ☐ a. Social Media Analytics uses private data
- ☐ b. Social Media Analytics uses structured data.
- ☐ c. Social Media Analytics uses formal data
- ☐ d. Social Media Analytics uses tightly controlled business data
- ☒ e. None of the above

The correct answer is: None of the above

Question **26**

Complete

Mark 1.00 out of 1.00

Exploratory data analysis is used to prove a hypothesis.

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question **27**

Complete

Mark 2.00 out of 2.00

In the following table the column 'Credit' is the target variable and all other columns are the features for a linear classifier:

Customer ID	Age	Gender	Income	Credit
1	30	M	\$30K	bad
2	25	M	\$40K	bad
3	42	F	\$70K	good
4	34	F	\$75K	good
5	27	M	\$45K	good
6	55	M	?	bad
7	45	F	\$65K	good
8	48	M	\$70K	good

Use local estimation to estimate the missing value for income? (For estimation use mean)

Select one:

- ☐ a. \$56.42K
- ☐ b. \$30K
- ☒ c. \$35K
- ☐ d. \$65K

The correct answer is: \$35K

Question **28**

Complete

Mark 1.00 out of 1.00

White hat SEO adopts ethically right techniques.

Select one:

- ☒ True
- ☐ False

The correct answer is 'True'.

Question **29**

Complete

Mark 1.00 out of 1.00

Out of the following, which one could be used for brand awareness?

Select one:

- ☐ a. Company website ranking in a search engine result page
- ☒ b. Total number of referrals for your brand
- ☐ c. Total number of quality [links](#) to your website
- ☐ d. Total number of people searching for your brand

The correct answer is: Total number of referrals for your brand

Question **30**

Complete

Mark 1.00 out of 1.00

In the following sentence coffee\_drink\_every is a 3-gram sequence

We drink coffee every morning.

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question **31**

Complete

Mark 1.00 out of 1.00

Which one of the following tasks is unsupervised?

Select one:

- ☐ a. Regression
- ☐ b. Classification
- ☒ c. User or Item profiling
- ☐ d. Link Prediction

The correct answer is: User or Item profiling

Question **32**

Complete

Mark 1.00 out of 1.00

What type of analytics decides and tells what should be done?

Select one:

- ☐ a. Descriptive analytics
- ☐ b. Predictive analytics
- ☒ c. Prescriptive analytics

The correct answer is: Prescriptive analytics

Question **33**

Complete

Mark 1.00 out of 1.00

If a network has 20 nodes, and we want to have a fully connected network then the network will have how many [links](#)?

Select one:

- ☐ a. 400
- ☒ b. 190
- ☐ c. 380
- ☐ d. 20

The correct answer is: 190

Question **34**

Complete

Mark 1.00 out of 1.00

If in a network, most of the nodes are not neighbors but they can be connected in a few steps then that type of network is known as:

Select one:

- ☐ a. Centralized network
- ☐ b. Small world network
- ☐ c. Neighboring network
- ☒ d. None of the above

The correct answer is: None of the above

Question **35**

Complete

Mark 1.00 out of 1.00

Out of the following which one is related to tangible V2F?

Select one:

- ☒ a. Market growth
- ☐ b. Idea generation
- ☐ c. Customer engagement
- ☐ d. Brand awareness
- ☐ e. Brand name

The correct answer is: Market growth

Question **36**

Complete

Mark 1.00 out of 1.00

Which one is an example of a dynamic text?

Select one:

- ☒ a. Tweets
- ☐ b. Descriptions written about a tourist place by a travel blogger on her website.

The correct answer is: Tweets

Question **37**

Complete

Mark 2.00 out of 2.00

The following array shows different colors with their indices.

1	Red
2	Green
3	Blue
4	Yellow
5	Orange

If we apply one-hot encoding then what will be the code for Orange?

Select one:

- ☒ a. [0,0,0,0,1]
- ☐ b. [1,0,0,1,0]
- ☐ c. [1,1,1,0,1]
- ☐ d. [1,0,0,0,0]
- ☐ e. [0,0,0,1,0]

The correct answer is: [0,0,0,0,1]

Question **38**

Complete

Mark 1.00 out of 1.00

To represent two different sets of nodes we can use bi-partite network.

Select one:

- ☒ True
- ☐ False

The correct answer is 'True'.

Question **39**

Complete

Mark 1.00 out of 1.00

We calculate precision to get the fraction of relevant instances that were retrieved.

Select one:

- ☐ True
- ☒ False

The correct answer is 'False'.

Question **40**

Complete

Mark 1.00 out of 1.00

To design a linear regressor, the general equation of a straight line ( $y = mx + b$ ) is used. Here,  $b$  is

Select one:

- ☒ a. the Y-intercept
- ☐ b. the X-intercept
- ☐ c. None of the above

The correct answer is: the Y-intercept

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