

E-Business

Assignment- Week 10

TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10

Total mark: 10 X 2 = 20

QUESTION 1:

In a customer behavior model graph, no transition can be made to the Entry state from any state other than the Exit state. This is because, the model assumes_____

- a. **The exit state to be the last state of the visit for every website user.**
- b. The customer cannot leave the site without going to the exit URL
- c. The entry and exit states are dummy states
- d. Transitions can be made from a dummy state to another dummy state only.

Correct Answer: a

Explanation: Slide 4

QUESTION 2:

Maximum throughput of a computer system is same as that of the throughput of the

- a. Processor
- b. Input-Output device
- c. Memory
- d. **Any resource which is a bottleneck, not limited to the above**

Correct Answer: d

Explanation: Slide

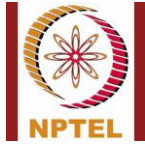
QUESTION 3:

Average session length of a website is synonymous with

- a. Mean time spent to reach the payment state
- b. Mean time spent in the website per session
- c. Mean number of transitions in the process starting
- d. **Mean number of transitions in the process starting from the entry state**

Correct Answer: d

Explanation: Slide 6



QUESTION 4:

Future workload is a function of

- a. Number of web pages in a website
- b. **Changes in customer behavior**
- c. Performance Models
- d. Customer behavior model graph

Correct Answer: b

Explanation: Slide 15

QUESTION 5:

What is Bottleneck Analysis in the context of capacity planning?

- a. Assessment of a system throughput and response time
- b. **Identification of the component of a system, whose capacity caps the capacity of the entire system**
- c. Analyzing the customers' response towards inadequate capacity
- d. Analyzing the impact of deployment of new application and services on response time of a system

Correct Answer: b

Explanation: Slide 16,21

QUESTION 6:

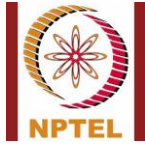
It is observed from the access log that on an average there are 18,000 number of requests per hour to the product search page of the website. The average time to execute a search is 48 ms. What is the average response time of the server?

- a. 0.063 minute
- b. **0.063 sec**
- c. 0.063 hour
- d. None of the above.

Correct Answer: b

Explanation: Slide 24

QUESTION 7:



In order to plan for the future waves of demand on an ecommerce server, _____ has to be forecasted based on the business goals.

- a. Average session length
- b. Queueing model parameters
- c. **Future workload**
- d. Changes in user behavior

Correct Answer: c

Explanation: Slide 15 and 33

QUESTION 8:

News recommendation engines primarily use the concept of

- a. User Based recommendation
- b. Item based recommendation
- c. Popularity based recommendation
- d. **Content based recommendation**

Correct Answer: d

Explanation: Slide 52 and 62

QUESTION 9:

Various machine learning models can be used at _____ phase of content based recommendation.

- a. Feature extraction and selection
- b. Data Representation
- c. **User profile creation**
- d. Recommendation generation

Correct Answer: c

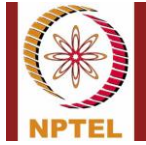
Explanation: Slide 60 and 64

QUESTION 10:

The growth of a particular branch in a decision tree is curbed at a certain level if _____.

- a. **All the values in the dependent variable column are the same**
- b. 50% values in the dependent variable column are the same
- c. All the values in all the columns are the same
- d. 50% values in all the columns are the same

Correct Answer: a



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Explanation: Slide 69-71

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