



E-Business

Assignment- Week 11

TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10

Total mark: 10 X 2 = 20

QUESTION 1:

Which of the following is an automated method for dimensionality reduction?

- a. Adjusted Product Taxonomy
- b. Latent Semantic Indexing
- c. None of a and b
- d. Both a and b

Correct Answer: d

Explanation: Slide 7

QUESTION 2:

The major difference between user-user based collaborative filtering (UBCF) and item-item based collaborative filtering (IBCF) is

- a. Recommendation generation can be done offline only in case of UBCF
- b. All computations can be done offline only in case of UBCF
- c. All computations can be done offline only in case of IBCF
- d. Recommendation generation can be done offline only in case of IBCF

Correct Answer: c

Explanation: Slide 16

QUESTION 3:

The probability that a transaction contains product X also contains product Y is called

- a. Association



- b. Confidence
- c. Support
- d. Priority

Correct Answer: c

Explanation: Slide 31-32

QUESTION 4:

A frequent item set satisfying minimum support count contains 3 items. How many association rules can be generated from this.

- a. 12
- b. 10
- c. 8
- d. 6

Correct Answer: a

Explanation: Slide 37-38

QUESTION 5:

Market equilibrium comes at the price at which the quantity supplied is _____ the quantity demanded

- a. Greater than
- b. Less than
- c. Equal to
- d. Randomly relate to

Correct Answer: c

Explanation: Slide 55

QUESTION 6:

E-Commerce is a driver of dynamic pricing. Which of the following has made this possible. a. The buyers can easily search for the substitutes that fits their budget

- b. The sellers can monitor customer behavior and make customized price
- c. The seller can easily change price after sensing demand
- d. All of the above



e. **Correct Answer: d Explanation: Slide 61**

QUESTION 7:

In which of the dynamic pricing models, customer preference and buying patterns can be utilized to decide the price.

- a. Inventory based model
- b. Data driven models
- c. Auctions
- d. Simulation models

e. **Correct Answer: b Explanation: Slide 70**

QUESTION 8:

In reverse auction the price _____ over the time. In the Dutch auction price _____ over the time.

- a. Increases, Increases
- b. Increases, Decreases
- c. Decreases, decreases
- d. Decreases, increases

e. **Correct Answer: c Explanation: Slide 76-77**

QUESTION 9:

Dynamic pricing is age old and natural, still businesses prefer fixed pricing. Which of the following is the reason to do so

- a. It is designed to recover the cost of production
- b. It is difficult to estimate demand
- c. Decrease in price uncertainty in the market create loyal customers
- d. All of the above

e. **Correct Answer: d Explanation: Slide 58**

QUESTION 10:

The price of a particular configuration of Dell laptop is different in different countries. This is an example of

- a. Temporal price differentiation
- b. Spatial price differentiation
- c. Temporal price dispersion
- d. Spatial price dispersion



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Correct Answer: d

Explanation: Slide 64-65

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