E-Business

Assignment- Week 9

TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10   **Total mark: 10 X 2 = 20**

QUESTION 1:

What do web crawlers do?

a.   Downloads access log files from all the websites
b.   Analyze user behavior of a target website
c.   **Download contents from various websites and index them.**
d.   Hacks target websites

Correct Answer:c

Explanation: Slide 19

QUESTION 2:

Where is the access log file stored?

a.   **In the web server**

b.   In the client browser

c.   In the proxy server
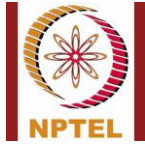
d.   In the name server

Correct Answer: a

Explanation: Slide 20 to 23

QUESTION 3:

Web usage mining is the process of discovering the interesting patterns from _____

a.   Customer blogs
b.   Robort.txt
c.   The website
d.   **The access log**

Correct Answer: d

Explanation: Slide 24

QUESTION 4:

During access log analysis, "path completion" is a task which follows sessionization. The purpose of path completion is to fill up the missing links due to caching in a user session. Which of the following information is used by a typical path completion heuristic.

a.   Referrer information in server logs
b.   Knowledge of the link structure within the site
c.   Associating each requested page with one or more domain concepts
d.   **All of the above**

Correct Answer: d

Explanation: Slide 37-38

QUESTION 5:

Time oriented sessionization heuristics assume

a.   Time taken for a http request to reach the website must not exceed a set limit
b.   Time taken for a http response to reach the user must not exceed a set limit
c.   **The page stay time must not exceed a maximum set limit.**
d.   None of the above
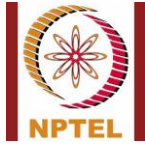
Correct Answer: c

Explanation: Slide 36

QUESTION 6:

What is Page View?
a.   No of all requests made to a web server and collected in the access log file
b.   No of requests for a valid html page made to a web server and collected in the access log file
c.   List of all the referrer URLs for the website
d.   **The sequence of hyperlinks one or more website visitors follows on a given site**

Correct Answer: d

Explanation: Slide 51

QUESTION 7:

Any website can use the online log analysis software "Google Analytics" , if

a. **The page tagging information is added to every page of the website.**
b. The website is hosted in cloud
c. The page tagging request is sent to google.com using HTTP protocol.
d. The website installs google analytics on its server.

Correct Answer: a

Explanation: Slide 52

QUESTION 8:

Association rule mining in the context of web log analysis can discover _____ relationships.

a. **Co-occurrence**
b. Causal
c. Sequential
d. Similarity

Correct Answer: a

Explanation: Slide 58

QUESTION 9:

Cross-selling of products can be enhanced through web usage mining by

a. Mapping of Web pages/objects to products
b. Discovery of associated products
c. Placement of associated products on the same page
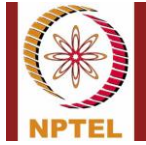d. **All of the above**

Correct Answer: d

Explanation: Slide 60

QUESTION 10:

The dynamic part of a Customer Behavior Model Graph represented by a transition probability matrix. The sum of all the elements in each row is

a. 0
b. **1**
c. 2
d. 3

Correct Answer: b

Explanation: Slide 71

*************END*******