

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:

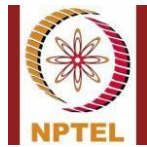
Slide 16,21

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

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



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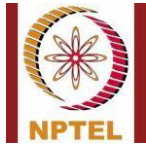
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- b. 50% values in the dependent variable column are the same
- c. All the values in all the columns are the same
- d. 50% values in all the columns are the same

Correct Answer: a



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Explanation: Slide 69-71

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