



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

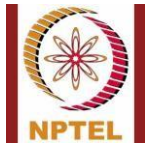
Correct Answer: a

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

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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:



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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



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Correct Answer: b

Explanation: Slide 71

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