

Q1 to Q12 have only one correct answer. Choose the correct option to answer your question.

- 1. Which of the following is an application of clustering?
 - a. Biological network analysis
 - b. Market trend prediction
 - c. Topic modeling
 - d. All of the above

ANS: - (D) All of the above

- 2. On which data type, we cannot perform cluster analysis?
 - a. Time series data
 - b. Text data
 - c. Multimedia data
 - d. None

ANS: - (D) None

- 3. Netflix's movie recommendation system uses
 - a. Supervised learning
 - b. Unsupervised learning
 - c. Reinforcement learning and Unsupervised learning
 - d. All of the above

ANS: - (C) Reinforcement learning and Unsupervised learning

- 4. The final output of Hierarchical clustering is
 - a. The number of cluster centroids
 - b. The tree representing how close the data points are to each other
 - c. A map defining the similar data points into individual groups
 - d. All of the above

ANS: - (B) The tree representing how close the data points are to each other

- 5. Which of the step is not required for K-means clustering?
 - a. A distance metric
 - b. Initial number of clusters
 - c. Initial guess as to cluster centroids
 - d. None

ANS: - (D) None

- 6. Which is the following is wrong?
 - a. k-means clustering is a vector quantization method
 - b. k-means clustering tries to group n observations into k clusters
 - c. k-nearest neighbour is same as k-means
 - d. None

ANS: - (C) k-nearest neighbor is same as k-means



- 7. Which of the following metrics, do we have for finding dissimilarity between two clusters in hierarchical clustering?
- i. Single-link
- ii. Complete-link
- iii.Average-link

Options:

- a. 1 and 2
- b. 1 and 3
- c. 2 and 3
- d. 1, 2 and 3

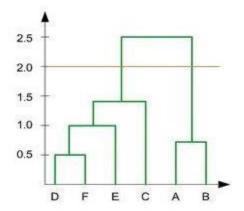
ANS: - (D) 1, 2 and 3

- 8. Which of the following are true?
- i. Clustering analysis is negatively affected by multicollinearity of features
- ii. Clustering analysis is negatively affected by heteroscedasticity Options:
 - a. 1 only
 - b. 2 only
 - c. 1 and 2
 - d. None of them

ANS: - (A) 1 only



9. In the figure above, if you draw a horizontal line on y-axis for y=2. What will be the number of clusters formed?



- a. 2
- b. 4
- c. 3
- d. 5

ANS: - (A) 2

- 10. For which of the following tasks might clustering be a suitable approach?
- a. Given sales data from a large number of products in a supermarket, estimate future sales for each of these products.
- b. Given a database of information about your users, automatically group them into different market segments.
- c. Predicting whether stock price of a company will increase tomorrow.
- d. Given historical weather records, predict if tomorrow's weather will be sunny or rainy.

ANS: - (B) Given a database of information about your users, automatically group them into different marketsegments.

11. Given, six points with the following attributes:



| point | x coordinate | y coordinate | |
|-----------|--------------|--------------|--|
| p1 | 0.4005 | 0.5306 | |
| p2 | 0.2148 | 0.3854 | |
| р3 | 0.3457 | 0.3156 | |
| p4 | 0.2652 | 0.1875 | |
| p5 | 0.0789 | 0.4139 | |
| р6 | 0.4548 | 0.3022 | |

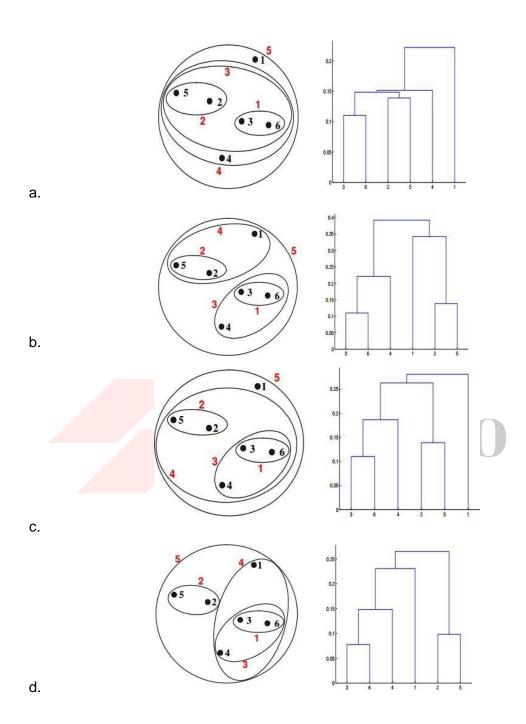
Table : X-Y coordinates of six points.

| | p1 | p2 | p3 | p4 | p5 | p6 |
|-------|--------|--------|--------|--------|--------|--------|
| p1 | 0.0000 | 0.2357 | 0.2218 | 0.3688 | 0.3421 | 0.2347 |
| p2 | 0.2357 | 0.0000 | 0.1483 | 0.2042 | 0.1388 | 0.2540 |
| р3 | 0.2218 | 0.1483 | 0.0000 | 0.1513 | 0.2843 | 0.1100 |
| p4 | 0.3688 | 0.2042 | 0.1513 | 0.0000 | 0.2932 | 0.2216 |
| p_5 | 0.3421 | 0.1388 | 0.2843 | 0.2932 | 0.0000 | 0.3921 |
| р6 | 0.2347 | 0.2540 | 0.1100 | 0.2216 | 0.3921 | 0.0000 |

Table : Distance Matrix for Six Points



Which of the following clustering representations and dendrogram depicts the use of MIN or Single link proximity function in hierarchical clustering:



ANS: - (A) a



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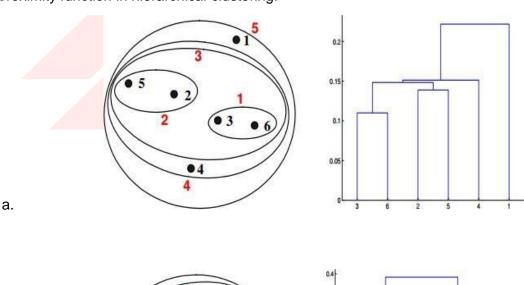
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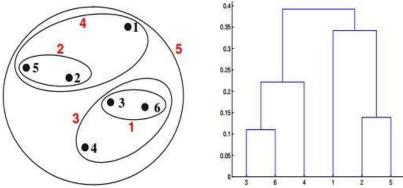
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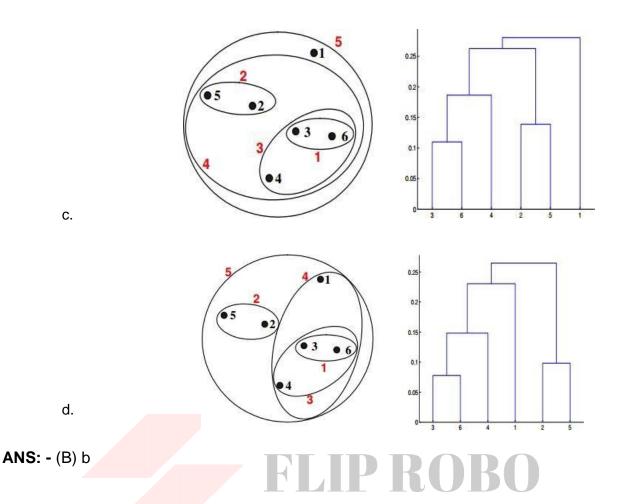
Which of the following clustering representations and dendrogram depicts the use of MAX or Complete link proximity function in hierarchical clustering.





b.





Q13 to Q14 are subjective answers type questions, Answers them in their own words briefly

13. What is the importance of clustering?

ANS: -

- Having clustering methods helps in restarting the local search procedure and remove the inefficiency. In addition, clustering helps to determine the internal structure of the data.
- This clustering analysis has been used for model analysis, vector region of attraction.
- Clustering helps in understanding the natural grouping in a dataset. Their purpose is to make sense to partition the data into some group of logical groupings.
- Clustering quality depends on the methods and the identification of hidden patterns.
- They play a wide role in applications like marketing economic research and weblogs to identify similarity measures, Image processing, and spatial research.
- They are used in outlier detections to detect credit card fraudulence.
- 14. How can I improve my clustering performance?

ANS: -

- Merging neighboring clusters if the resulting cluster's variance is below the threshold
- Isolating elements that are "far" if a cluster's variance is above the threshold
- Moving some elements between neighboring clusters if it decreases the sum of squared errors (This evolution acts as a global optimization procedure, and prevents the bad consequences of initial



assignment of cluster means in k-means)