**Which of the following products does not benefit from Network Effects**

Cars

#### You are the CEO of Netflix. Who do you say that you consider to be your primary competition recently?

Sleep

#### You want to bring a new product to the market for which there are many large incumbents. Which of the following are strategies worth considering?

All the options

#### You operate a hotel chain that targets the low market, low margin segment. Who will be your competitor in a Digital world?

Airbnb

#### The Internet has reduced the \_.

All the options

#### Elastic Scaling refers to \_\_\_.

All the options

#### When you use Gmail and Google Drive for your enterprise, what model are you using?

SaaS

#### What are the key properties of Big Data?

#### All the options

#### Which of the following is important for solving a big data problem?

All the options

#### Name the programming model for developing Hadoop based applications.

#### Mapreduce

#### HDFS is inspired by which of following Google project?

GFS

#### What are the usecases of social media marketing?

All the options

#### Why does social media marketing trump marketing via TV?

All the options

#### You are a CIO and want to build an AI system - what will you do?

Assemble training dataset, build algorithmic models and engineer using technology partners

#### What is required to build an AI system?

All the options

#### Which of the below is not an example of AI?

#### Both, Amazon showing similar products recommendations based on our purchasing behavior and Google building a car that can drive itself.

#### What are the most common types of Machine learning tasks?

All the options

#### What is the most common limitation for creating breakthroughs in AI?

Lack of availability of training datasets but major algorithms are already available