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Quiz 3 - Recommendation systems , Association rule mining

Type	:	Graded Quiz
Attempts	:	1/1
Questions	:	15
Time	:	25m
Due Date	:	Nov 17, 11:59 PM IST
Your Marks	:	15/15

Instructions



Attempt History

Attempt #1

Nov 05, 3:55 PM

Marks: 15



Q No: 1

Correct Answer

Marks: 1/1

Which of the following cannot be considered as an example of implicit rating

☒ Rating given for an item

You Selected

☐ Time spent on a screen

☐ Observation of user behavior by his watch history

☐ Number of clicks on an item

Q No: 2

Correct Answer

Marks: 1/1

For the user-item table below, find the Euclidean distance between user 1 and 2

	Item 1	Item 2	Item 3
User 1	4	5	5
User 2	2	1	1
User 3	5	5	4

☒ 6

You Selected

☐ 0

☐ 4

☐ 1.456

Q No: 3

Correct Answer

Marks: 1/1

Which of the following is the interestingness measure of association rules?

☒ Lift

You Selected

☐ Accuracy

☐ Compactness

☐ Recall

Q No: 4

Correct Answer

Marks: 1/1

What does Apriori algorithm do?

☒ It mines all the frequent patterns through pruning rules with lesser support

You Selected

☐ It mines all the frequent patterns through pruning rules with higher support

☐ It mines all the infrequent patterns through pruning rules with lesser support

☐ None of the given options

Q No: 5

Correct Answer

Marks: 1/1

Which of the following looks for similarity between user ratings to make predictions?

☒ User based Collaborative filtering

You Selected

☐ Content based recommendation system

☐ Popularity based recommendation systems

☐ Item based Collaborative filtering

Q No: 6

Correct Answer

Marks: 1/1

Three major component of Apriori algorithm are:

☒ Support , Confidence and Lift

You Selected

☐ Support, Probability, Odd

☐ Likelihood, Probability, Lift

☐ Support, Likelihood, Kappa

Q No: 7

Correct Answer

Marks: 1/1

An app store recommends a gaming app to a user because he recently installed a similar app. This falls into what kind of recommendation system?

☒ Content based

You Selected

☐ Collaborative

☐ Popularity based

☐ Hybrid

Q No: 8

Correct Answer

Marks: 1/1

An itemset X isin a data set S if there exists no proper super-itemsets Y such that Y has the same support count as X in S.

☒ Closed

You Selected

☐ Maximal

☐ Complete

☐ None

Q No: 9

Correct Answer

Marks: 1/1

Calculate cosine similarity between the following vectors A and B

A = [1, 7, 8, 4, 0, 4, 2, 0.3]

B = [4, 8, 3, 9, 5, 0.4, 3, 1]

☒ 0.728

You Selected

☐ 0.638

☐ 0.456

☐ .25

Q No: 10

Correct Answer

Marks: 1/1

Say the recommendation system uses cosine similarity.

Which of the following statements is NOT true ?

☒ Cosine similarity between same items are close to zero

You Selected

☐ Cosine similarity between two items/users ranges between 0 to 1

☐ Cosine similarity between same items are close to one

☐ Cosine similarity is an normalized measure

Q No: 11

Correct Answer

Marks: 1/1

Let's say in a shopping store a new customer comes and he wants to buy shirts which are trending this season. We recommend him the best-selling shirts without asking any details about his favourite colours or price range. Which recommender uses the same principle to recommend items?

☒ Popularity Based Recommendation System

You Selected

☐ Content based recommendation system

☐ Classification model

☐ Clustering model

Q No: 12

Correct Answer

Marks: 1/1

For the user-item table below, find the Euclidean distance between item 1 and 2

	Item 1	Item 2	Item 3
User 1	4	5	5
User 2	2	1	1
User 3	5	5	4

☒ 1.414

You Selected

☐ 2

☐ 5

☐ .45

Q No: 13

Correct Answer

Marks: 1/1

In SVD approach, the Right singular matrix contains the information of _____

☒ Item Features

You Selected

☐ User Features

☐ Singular values

☐ Eigen values

Q No: 14

Correct Answer

Marks: 1/1

Which of the following is true about content-based recommendation systems?

☒ recommendations are specific to this user, as the model did not use any information about other users

You Selected

☐ It will compare one user interest with other

☐ It needs the data of other users

☐ All of the given options are correct

Q No: 15

Correct Answer

Marks: 1/1

Consider the given itemset from the collection of purchases given in the table:

Itemset - {Shampoo, conditioner}

What is the confidence that a conditioner would be purchased given that the customer has bought a shampoo?

ID	Item
1	Toothpaste, brush, soap
2	Soap, detergent, shampoo
3	Shampoo, conditioner, soap
4	Brush, shampoo, conditioner
5	Toothpaste, brush

☒ 2/3

You Selected

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