

**K. J. Somaiya College of Engineering, Mumbai-77**

(Autonomous College Affiliated to University of Mumbai)

Semester: January 2018 – April 2018

**Max. Marks: 30**

**Duration: 1hr.15 min.**

Class: TY BTech

Semester: VI

Branch: IT

Test 1

Name of the Course: **IT as Enabler for Start Up**

Question No.		Max. Marks	CO Mapped	Bloom's Taxonomy Level
Q.1	<p>“Reading Treat” - A start up wants to launch AI Enabled Book Store for Book Recommendation and Book selling web app.</p> <p>Users of the web app need to log in on create Reader Profile based on their reading interest. “Reading Treat” app will apply Artificial Intelligence to recommend New release and Best Seller to user based on his interest. The app also provides section for comment and feedback. The App applies sentiment analysis on comments and Feedback to predict sell of book. This will also enable authors and publishers to gaze the market feedback early and update their marketing and sales strategy. User can purchase book from “Reading Treat” on discounted rate. The discount will be offer to user on basis of his interaction with app. For example the user who visits “Reading Treat” frequently and active on comment and Feedback, the higher percentage of discount will be offered.</p> <p>Validate given Idea with following tools:</p> <ol style="list-style-type: none"><li>1. Price, Cost, Value</li><li>2. Strategy and Structure</li></ol>	10	CO1	Application

	<b>Evaluation:</b> 5 Marks for each tool 1. Price, Cost, Value 3 Marks for Price, Cost, Value 2 Marks for discussion 2. Strategy and Structure 1 Marks for each strategy			
Q.2	Write Advanced Google Queries for to Search for AI assisted Book Referral website. Also comment on what result is expected of queries. (Minimum 2)  <b>Evaluation</b> Two appropriate examples with result 2½ Marks	05	CO1	Comprehension
Q.3	Discuss Customer Discovery with respect to following: a. Test the Problem b. Test the Solution  <b>Evaluation:</b> 5 Marks for each	10	CO4	Comprehension