

NADAR SARASWATHI COLLEGE OF ENGINEERING AND TECHNOLOGY, THENI.

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| Course/Branch : B.E / CSE | Year / Semester : IVth YR / VII Sem | Format No. | NAC/TLP-07a.13 |
| Subject Code : CS8091 | Subject Name : Big Data Analytics | Rev. No. | 02 |
| Unit No : 03 | Unit Name : Association and Recommendation | Date | 30.09.2020 |

OBJECTIVE TYPE QUESTION BANK

| S. No. | Objective Questions (MCQ /True or False / Fill up with Choices) | BTL |
|---------------|---|------------|
| 1. | _____ metric is examined to determine a reasonably optimal value of k. 1. Mean Square Error 2. Within Sum of Squares (WSS) 3. Speed 4. None of These | L5 |
| 2. | If an itemset is considered frequent, then any subset of the frequent itemset must also be frequent. 1. Apriori Property 2. Downward Closure Property 3. Either 1 or 2 4. Both 1 & 2 | L2 |
| 3. | if {bread,eggs,milk} has a support of 0.15 and {bread,eggs} also has a support of 0.15, the confidence of rule {bread,eggs}→{milk} is 1. 0 2. 1 3. 2 4. 3 | L6 |
| 4. | Confidence is a measure of how X and Y are really related rather than coincidentally happening together. a. True b. False | L4 |
| 5. | A high-confidence rule can sometimes be misleading because confidence does not consider support of the itemset in the rule consequent. Is This True ? a. Yes b. No | L4 |
| 6. | _____ recommend items based on similarity measures between users and/or items. 1. Content Based Systems 2. Hybrid System 3. Collaborative Filtering Systems 4. None of These | L2 |
| 7. | There are _____ major Classification of Collaborative Filtering Mechanisms 1. 1 2. 2 3. 3 4. None of These | L1 |
| 8. | Movie Recommendation to peoples is an example of 1. User Based Recommendation 2. Item Based Recommendation 3. Knowledge Based Recommendation 4. Content Based Recommendation | L3 |

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| 9. | <p>_____ recommenders rely on an explicitly defined set of recommendation rules.</p> <ol style="list-style-type: none"> 1. Constraint Based 2. Case Based 3. Content Based 4. User Based | L2 |
| 10. | <p>Parallelized hybrid recommender systems operate dependently of one another and produce separate recommendation lists.</p> <ol style="list-style-type: none"> 1. True 2. False | L4 |
| 11. | <p>Association rules are sometimes referred to as</p> <ol style="list-style-type: none"> a. market basket analysis b. Itemset Filtering c. Frequent Itemset Analysis d. None of these. | L1 |
| 12. | <p>if 80% of all transactions contain itemset {bread}, then the support of {bread} is 0.8. Similarly, if 60% of all transactions contain itemset {bread,butter}, then the support of {bread,butter} is</p> <ol style="list-style-type: none"> a. 0.4 b. 0.5 c. 0.6 d. 0.7 | L6 |
| 13. | <p>Lift is defined as the measure of certainty or trustworthiness associated with each discovered rule.</p> <ol style="list-style-type: none"> a. TRUE b. FALSE | L4 |
| 14. | <p>_____ is able to identify trustworthy rules, but it cannot tell whether a rule is coincidental.</p> <ol style="list-style-type: none"> a. Lift b. Confidence c. Support d. Leverage | L1 |
| 15. | <p>_____ recommend items based on similarity measures between users and/or items. The items recommended to a user are those preferred by similar users.</p> <ol style="list-style-type: none"> a. Collaborative Filtering System b. Content Based Recommendation c. Knowledge Based Recommendation d. Hybrid Approaches | L2 |
| 16. | <p>Pure collaborative approaches take a matrix of given user-item ratings as the only input and typically produce output. Is it Pure Collaborative?</p> <ol style="list-style-type: none"> a. Yes b. No | L4 |
| 17. | <p>With respect to the determination of the set of similar users, one common measure used in recommender systems is</p> | L1 |

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| | <p>a. Cosine Similarity Measure b. Pearson's correlation coefficient. c. Mean Squared Error Method d. None of these.</p> | |
| 18. | <p>Large-scale e-commerce sites, often implement a different technique, _____ which is more apt for offline preprocessing and thus allows for the computation of recommendations in real time even for a very large rating matrix.</p> <p>a. Item-Based Recommendation b. User-Based Recommendation c. Content-Based Recommendation d. None of these</p> | L2 |
| 19. | <p>Here are two very short texts to compare and find the cosine similarity measure?</p> <p>I. Julie loves me more than Linda loves me II. Jane likes me more than Julie loves me</p> <p>a. 0.6 b. 0.7 c. 0.8 d. 0.9</p> | L6 |
| 20. | <p>_____ is based on the availability of item descriptions and a profile that assigns importance to these characteristics.</p> <p>a. Item-Based Recommendation b. User-Based Recommendation c. Content-Based Recommendation. d. None of these</p> | L2 |
| 21. | <p>Consider the features of a movie which are not relevant to a recommendation system.</p> <p>a. The set of actors of the movie. b. The Director c. The Year in which the movie was made d. The Budget of the movie.</p> | L3 |
| 22. | <p>A _____ has been implemented, for similarity based retrieval under nearest neighbors.</p> <p>a. k-nearest-neighbor method (kNN) b. Conventional Neural Network (CNN) c. Bayes Theorem d. Naïve Bayes Classifier</p> | L2 |
| 23. | <p>Case-based recommenders focus on the retrieval of similar items on the basis of different types of similarity measures</p> <p>a. TRUE b. FALSE</p> | L4 |
| 24. | <p>In _____ recommendation approaches, items are retrieved using similarity measures that describe to which extent item properties match some given user's requirements.</p> <p>a. Item-Based b. Case-Based</p> | L2 |

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| | c. Content-Based d. User-Based | |
| 25. | _____ are based on a sequenced order of techniques, in which each succeeding recommender only refines the recommendations of its predecessor. a. Weighted Hybrids b. Mixed Hybrids c. Cascade Hybrids d. Switching Hybrids | L1 |
| 26. | _____ require an oracle that decides which recommender should be used in a specific situation, depending on the user profile and/or the quality of recommendation a. Weighted Hybrids b. Mixed Hybrids c. Cascade Hybrids d. Switching Hybrids | L1 |

