# BRAINWARE UNIVERSITY

## Term End Examination 2022
## Programme – B.Sc.(IT)-AI-2020
## Course Name – Recommender Systems
## Course Code - BAID502A
## ( Semester V )

**Full Marks : 60**                                              **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)                               1 x 15=15

1.   *Choose the correct alternative from the following :*

(i)   Explicit feed back is analysed as

   a) simple type                            b) moderate type
   c) complex type                           d) None of these

(ii)  The model expands the user analysis interest by employing th

   a) large                                  b) moderate
   c) limited                                d) none

(iii) The biggest flaw in the memory based collabortive model is not producing

   a) Any scaling                            b) Any upgradation
   c) Any modiication                        d) None of these

(iv)  recomender engine is classified as

   a) content type                           b) product type
   c) both types                             d) None of these

(v)   Modl based collaborative approachs adopts

   a) Matrix inverse algorithm               b) Matrix factorization algorithm
   c) Matrix multiplication algorithm        d) None of tehse

(vi)  Purchaser's reaction has been taken into consideration while suggesting the

   a) Specific product                       b) general product
   c) varieties of product                   d) None of these

(vii) The user information has been classified as

   a) explicit                               b) implicit
   c) explicit and implicit                  d) None of these

(viii) Model based recomender sstem suppports the

   a) interaction model                      b) Normal model
   c) Latent interaction models              d) None of these

(ix)  Recomender system mhas been grouped into

   a) 4 types                                b) 5 types
   c) 6 types                                d) None of these

(x)   The collaborative mode is considered to have the

a) higher bias and lower variance  
b) higher bias and higher variance  
c) lower bias and lower variance  
d) None of these  
(xi) Purchaser's reaction has been taken into consideration while suggesting the

a) Specific product  
b) general pproduct  
c) varieties of product  
d) None of these  
(xii) Data mining is determined as

a) Data excavation  
b) Knowledge search  
c) Data filtering  
d) None of these  
(xiii) Identiy the recomender system

a) Movie viewing suggestions  
b) Computer system  
c) Web based tour booking system  
d) None of these  
(xiv) The common practice in the data mining is

a) Data preprocessing before model building  
b) Data analysis  
c) Data manipulation  
d) None of these  
(xv) Koeledge in datamining is interpreted as

a) characterisation  
b) generalisation  
c) Expansion  
d) None of these

## Group-B
### (Short Answer Type Questions)

3 x 5=15

2. Explain the data pre-processing techniques (3)
3. Propose the multimode recommendation in the real-life scenario (3)
4. Explain the social tagging recommender systems (3)
5. Discuss about the TF in terms of the documents and terms inside them (3)
6. Compare between the collaborative and content-based filtering in the recommender system (3)

**OR**

Explain the Hybrid recommender systems (3)

## Group-C
### (Long Answer Type Questions)

5 x 6=30

7. State the significance of the TF_IDF function and the relation with similarity measure (5)
8. Justify the analysis part carried out in the recommender systems (5)
9. Evaluates the different methods of learning user profiles in the recommender systems (5)
10. Explain the ranking in recommender system with a suitable example (5)
11. Explain the movie recommender system with the implicit and explicit specification (5)
12. Describe the data pre-processing steps used in data mining (5)

**OR**

State the major ways of denoising the data of any types (5)

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