

# **SRM VALLIAMMAI ENGINEERING COLLEGE**

**(An Autonomous Institution)**

SRM Nagar, Kattankulathur – 603 203

**DEPARTMENT OF INFORMATION TECHNOLOGY**

**QUESTION BANK**



**II SEMESTER (M. TECH-DATA SCIENCE)**

**DS3263 - BIG DATA MINING AND ANALYTICS**

**Regulation – 2023**

**Academic Year 2023-2024 (Even Semester)**

*Prepared by*

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## DEPARTMENT OF INFORMATION TECHNOLOGY

### M. TECH-DATA SCIENCE

#### QUESTION BANK

**SUBJECT : DS3263 - BIG DATA MINING AND ANALYTICS**

**SEM / YEAR : II Sem / I Year**

#### UNIT I - DATA MINING AND LARGE-SCALE FILES

**SYLLABUS:** Introduction to Statistical modeling – Machine Learning – Computational approaches to modeling – Summarization – Feature Extraction – Statistical Limits on Data Mining - Distributed File Systems – Map-reduce – Algorithms using Map Reduce – Efficiency of Cluster Computing Techniques.

#### PART-A

| Q.No. | Question   | Level | Competence |
|-------|--|-------|------------|
| 1     | What is big data?  | BTL1  | Remember   |
| 2     | Define Data Mining or Data Dredging.   | BTL1  | Remember   |
| 3     | Give any 2 approaches to modelling data.   | BTL2  | Understand |
| 4     | Define Summarization   | BTL1  | Remember   |
| 5     | What is Page Rank Idea?  | BTL4  | Analyze    |
| 6     | Give any 2 important kinds of feature extraction from large-scale data.  | BTL2  | Understand |
| 7     | List out the Statistical Limits on Data Mining.  | BTL1  | Remember   |
| 8     | Give an Example of Bonferroni's Principle.   | BTL4  | Analyze    |
| 9     | Illustrate the concepts of Distributed File Systems.   | BTL4  | Analyze    |
| 10    | If we had to abort and restart the computation every time one component failed, then the computation might never complete successfully. Give any 2 solutions to overcome this problem. | BTL4  | Analyze    |
| 11    | Define Distributed File System.  | BTL3  | Apply      |
| 12    | What is Map-Reduce?  | BTL4  | Analyze    |
| 13    | List out the Algorithms Using MapReduce.   | BTL2  | Understand |
| 14    | Write any 4 Major relational-algebra operations used in Big Data Analytics.  | BTL2  | Understand |
| 15    | Define Map Function?   | BTL3  | Apply      |
| 16    | Define Reduce Function?  | BTL3  | Apply      |
| 17    | Give any 2 Major characteristics with MapReduce systems?   | BTL6  | Create     |
| 18    | What is Pregel and Giraph?   | BTL5  | Evaluate   |
| 19    | What is Communication Cost Model?  | BTL6  | Create     |
| 20    | What is Multi-way and Star Joins?  | BTL5  | Evaluate   |
| 21    | How to managing computing node failures?   | BTL3  | Apply      |
| 22    | What are Recursive Workflows?  | BTL5  | Evaluate   |

|    |  |      |            |
|----|--|------|------------|
| 23 | Define Reducers.                           | BTL2 | Understand |
| 24 | What is Replication Rate and Reducer size? | BTL2 | Understand |

### PART-B

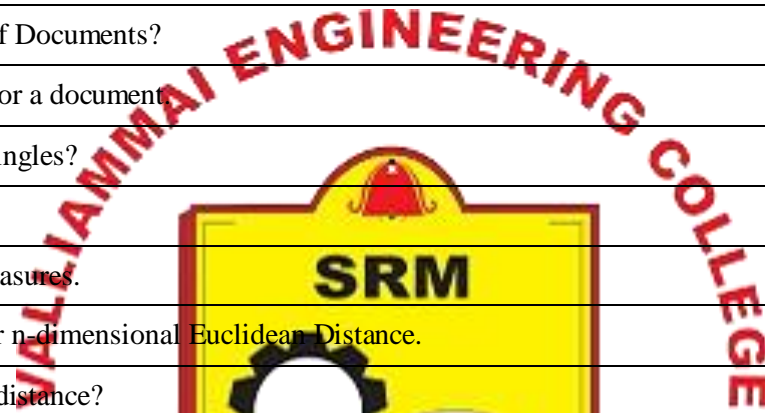
| Q.No. | Question   | Marks       | Level | Competence    |
|-------|--|-------------|-------|---------------|
| 1     | A famous instance of clustering to solve a problem took place long ago in London, and it was done entirely without computers. The physician John Snow, dealing with a Cholera outbreak plotted the cases on a map of the city. Draw the Plotting cholera cases on a map of London and give proper Justification. | 16          | BTL2  | Understanding |
| 2     | Explain Bonferroni's Principle.  | 16          | BTL4  | Analyze       |
| 3     | Give suitable example how "bogus" data was handled by Bonferroni's Principle.  | 16          | BTL4  | Analyze       |
| 4     | Explain the Following:<br>i) Physical Organization of Compute Nodes<br>ii) Large-Scale File-System Organization  | 10<br>6     | BTL1  | Remember      |
| 5     | A common sort of data-mining problem involves discovering unusual events hidden within massive amounts of data. Justify with suitable example.   | 16          | BTL6  | Create        |
| 6     | How a program using MapReduce is executed. Justify.  | 16          | BTL4  | Analyze       |
| 7     | Explain Multiway Joins in Cluster-Computing Environment  | 16          | BTL1  | Remember      |
| 8     | Explain the Following using Map-Reduce Algorithm.<br>i) Union, Intersection, and Difference by MapReduce<br>ii) Computing Projections by MapReduce<br>iii) Computing Selections by MapReduce   | 6<br>5<br>5 | BTL1  | Remember      |
| 9     | Explain Communication – Cost model for Cluster Computing.  | 16          | BTL2  | Understand    |
| 10    | Explain Summarization with Suitable Examples.  | 16          | BTL3  | Apply         |
| 11    | Explain the following using Map-Reduce Algorithms<br>i) If the Vector v Cannot Fit in Main Memory<br>ii) Matrix-Vector Multiplication by MapReduce   | 10<br>6     | BTL1  | Remember      |
| 12    | What are the basic Relational-Algebra Operations used in Map-Reduce Algorithms?  | 16          | BTL5  | Evaluate      |
| 13    | Explain Recursive Extensions to MapReduce with suitable examples.  | 16          | BTL1  | Understand    |
| 14    | Compare Multiway Joins and Star Joins.   | 16          | BTL3  | Apply         |
| 15    | Give the efficiency of Cluster-Computing Algorithms.   | 16          | BTL6  | Create        |
| 16    | Explain Statistical Limits on Data Mining with suitable examples.  | 16          | BTL6  | Create        |
| 17    | Explain Algorithms Using MapReduce with suitable examples  | 16          | BTL4  | Evaluate      |

## UNIT II - SIMILAR ITEMS

**SYLLABUS:** Nearest Neighbor Search – Shingling of Documents – Similarity preserving summaries – Locality sensitive hashing for documents – Distance Measures – Theory of Locality Sensitive Functions – LSH Families – Methods for High Degree of Similarities.

### PART-A

| Q.No. | Question   | Level | Competence |
|-------|--|-------|------------|
| 1     | Define Jaccard Similarity of Sets                      | BTL1  | Remember   |
| 2     | What is Similarity of Documents?                       | BTL3  | Apply      |
| 3     | What is Plagiarism?                                    | BTL5  | Evaluate   |
| 4     | What are Mirror Pages?                                 | BTL3  | Apply      |
| 5     | Define collaborative filtering.                        | BTL1  | Remember   |
| 6     | What is Shingling of Documents?                        | BTL4  | Analyze    |
| 7     | Define a k-shingle for a document                      | BTL1  | Remember   |
| 8     | How to Hashing Shingles?                               | BTL5  | Evaluate   |
| 9     | Define Minhashing.                                     | BTL4  | Analyze    |
| 10    | Define Distance Measures.                              | BTL2  | Understand |
| 11    | Give the formula for n-dimensional Euclidean Distance. | BTL2  | Understand |
| 12    | What is Manhattan distance?                            | BTL1  | Remember   |
| 13    | Define Cosine Distance.                                | BTL4  | Analyze    |
| 14    | What is Jaccard Distance?                              | BTL1  | Remember   |
| 15    | What is Hamming Distance?                              | BTL4  | Analyze    |
| 16    | Define Sketches.                                       | BTL2  | Understand |
| 17    | Give Applications of Locality-Sensitive Hashing.       | BTL1  | Remember   |
| 18    | What are the two versions of fingerprint comparison?   | BTL1  | Remember   |
| 19    | What is Prefix Indexing?                               | BTL2  | Understand |
| 20    | Define Edit Distance.                                  | BTL3  | Apply      |
| 21    | What is efficient Minhashing?                          | BTL2  | Understand |
| 22    | What is Locality Sensitive hashing for Signatures?     | BTL1  | Remember   |
| 23    | How to Generalize Locality-Sensitive Hashing?          | BTL4  | Analyze    |
| 24    | Define Character Indexes and Position Indexes.         | BTL2  | Understand |



## PART-B

| Q.No. | Question  | Marks            | Level | Competence |
|-------|---|------------------|-------|------------|
| 1     | Sets of shingles are large. To overcome this, explain the Similarity-Preserving Summaries of Sets.  | 16               | BTL4  | Analyze    |
| 2     | Explain the Following<br>i) Jaccard Distance<br>ii) Euclidean Distances   | 6<br>10          | BTL4  | Analyze    |
| 3     | Explain the steps involved in Analysis of the Banding Technique.  | 16               | BTL3  | Apply      |
| 4     | What are Random Hyperplanes and the Cosine Distance? How it is related to LSH Families? Justify.  | 16               | BTL6  | Create     |
| 5     | Explain the Following<br>i) Matrix Representation of Sets<br>ii) Minhashing<br>iii) Minhash Signatures<br>iv) Minhashing and Jaccard Similarity   | 4<br>4<br>4<br>4 | BTL2  | Understand |
| 6     | Briefly explain the Theory of Locality-Sensitive Functions.   | 16               | BTL2  | Understand |
| 7     | i) Consider the two-dimensional Euclidean space (the customary plane) and the points (2, 7) and (6, 4). Compute L2-norm, L1-norm & L $\infty$ -norm<br>ii) Let our two vectors be $x = [1, 2, -1]$ and $y = [2, 1, 1]$ . Find the dot product of $x \cdot y$ . Calculate the Cosine angle between $x$ and $y$ (if $x$ has L2-norm $\sqrt{6}$ ). | 8<br>8           | BTL3  | Apply      |
| 8     | How to Compute Minhash Signatures?  | 16               | BTL1  | Remember   |
| 9     | What is general approach to LSH for Minhash Signatures?   | 16               | BTL1  | Remember   |
| 10    | What is Prefix Indexing and Length-Based Filtering?   | 16               | BTL1  | Remember   |
| 11    | Explain the Following<br>i) Cosine Distance<br>ii) Edit Distance  | 8<br>8           | BTL4  | Analyze    |
| 12    | Explain LSH Families for Other Distance Measures.   | 16               | BTL2  | Understand |
| 13    | Explain the Following<br>i) Hamming Distance<br>ii) Non-Euclidean Spaces  | 8<br>8           | BTL4  | Analyze    |
| 14    | Explain the Following<br>i) Entity Resolution & Matching Fingerprints<br>ii) Matching Newspaper Articles  | 8<br>8           | BTL5  | Evaluate   |
| 15    | Explain Shingling of Documents  | 16               | BTL5  | Evaluate   |
| 16    | Explain Locality-Sensitive Hashing for Documents with suitable examples.  | 16               | BTL6  | Create     |
| 17    | Give a brief account of Applications of Locality-Sensitive Hashing.   | 16               | BTL1  | Remember   |



### UNIT III - MINING DATA STREAMS

**SYLLABUS:** Stream Data Model – Sampling Data in the Stream – Filtering Streams – Counting Distance Elements in a Stream – Estimating Moments – Counting Ones in Window – Decaying Windows.

#### PART-A

| Q.No. | Question  | Level | Competence |
|-------|---|-------|------------|
| 1     | What is Stream Data Model?  | BTL1  | Remember   |
| 2     | How to Sampling of Streams?   | BTL1  | Remember   |
| 3     | What are Bloom Filters?   | BTL1  | Remember   |
| 4     | What is Counting Distinct Elements?                                       | BTL4  | Analyze    |
| 5     | What are Moments of Streams?  | BTL2  | Understand |
| 6     | How to Estimating Second Moments?   | BTL2  | Understand |
| 7     | How to Estimating Higher Moments?   | BTL6  | Create     |
| 8     | How to Estimating the Number of 1's in a Window?                          | BTL5  | Evaluate   |
| 9     | How to Answering Queries About Numbers of 1's?                            | BTL5  | Evaluate   |
| 10    | How to get Closer Approximations to the Number of 1's?                    | BTL4  | Analyze    |
| 11    | Define Decaying Window.   | BTL1  | Remember   |
| 12    | What is Filtering? Give an example.                                       | BTL1  | Remember   |
| 13    | How to Maintaining Frequent Elements in an Exponentially Decaying Window? | BTL3  | Apply      |
| 14    | What are the basic Storage Requirements for the DGIM Algorithm?           | BTL3  | Apply      |
| 15    | How to Maintaining the DGIM Condition?                                    | BTL2  | Understand |
| 16    | Give the use of Flajolet-Martin Algorithm.                                | BTL2  | Understand |
| 17    | Give the use of The Count-Distinct Problem.                               | BTL2  | Understand |
| 18    | What is General Sampling Problem?   | BTL5  | Evaluate   |
| 19    | What are the issues present in Stream Processing?                         | BTL3  | Apply      |
| 20    | Give an example for Datar-Gionis-Indyk-Motwani Algorithm.                 | BTL4  | Analyze    |
| 21    | What is the use of Datar-Gionis-Indyk-Motwani Algorithm?                  | BTL2  | Understand |
| 22    | Define Datar-Gionis-Indyk-Motwani Algorithm.                              | BTL1  | Remember   |
| 23    | Define Flajolet-Martin Algorithm.   | BTL1  | Remember   |
| 24    | What is General Stream Sampling Problem?                                  | BTL5  | Evaluate   |

#### PART-B

| Q.No. | Question  | Marks   | Level | Competence |
|-------|---|---------|-------|------------|
| 1     | With a suitable diagram Explain Data-Stream-Management System.                                  | 16      | BTL4  | Analyze    |
| 2     | Explain Stream Data Model with suitable examples.   | 16      | BTL6  | Create     |
| 3     | Explain Filtering streams with suitable example.  | 16      | BTL2  | Understand |
| 4     | What are Stream Queries present in Stream-Management System?<br>Give Examples of Stream Sources | 12<br>4 | BTL2  | Understand |

|    |   |                  |      |            |
|----|---|------------------|------|------------|
| 5  | Give the difference between Datar-Gionis-Indyk-Motwani Algorithm and Alon-Matias-Szegedy Algorithm  | 16               | BTL3 | Apply      |
| 6  | Explain the Following<br>i) General Sampling Problem<br>ii) Filtering<br>iii) The Bloom Filter<br>iv) Analysis of Bloom Filtering   | 4<br>4<br>4<br>4 | BTL4 | Analyze    |
| 7  | Compare the features of The Count-Distinct Problem and The Flajolet-Martin Algorithm  | 16               | BTL4 | Analyze    |
| 8  | What are the different ways to Sampling Data in a Stream?   | 16               | BTL2 | Understand |
| 9  | Explain The Count-Distinct Problem with suitable example.   | 16               | BTL4 | Analyze    |
| 10 | Explain The Flajolet-Martin Algorithm with suitable example.  | 16               | BTL4 | Analyze    |
| 11 | let us assume that a stream has a particular length n. Suppose we do not have enough space to count all the $m_i$ 's for all the elements of the stream. How to estimate the second moment of the stream using a limited amount of space using Alon-Matias-Szegedy Algorithm? | 16               | BTL5 | Evaluate   |
| 12 | Define the Following<br>i) Decaying Window<br>ii) Bloom Filter<br>iii) Sampling Data in Stream<br>iv) Higher-Order Moments  | 4<br>4<br>4<br>4 | BTL1 | Remember   |
| 13 | Suppose we have a window of length N on a binary stream. We want at all times to be able to answer queries of the form "how many 1's is there in the last k bits?" for any $k \leq N$ . Solve this problem using The Cost of Exact Counts to Counting Ones in a Window.       | 16               | BTL5 | Evaluate   |
| 14 | Explain DGIM Conditions for Counting Ones in a Window   | 16               | BTL3 | Apply      |
| 15 | Explain Datar-Gionis-Indyk-Motwani Algorithm with suitable examples.  | 16               | BTL1 | Remember   |
| 16 | Explain The Alon-Matias-Szegedy Algorithm for estimating moments.   | 16               | BTL2 | Understand |
| 17 | What is Decaying Windows? What is the purpose for using Decaying Windows in Mining Data Streams?  | 16               | BTL5 | Evaluate   |

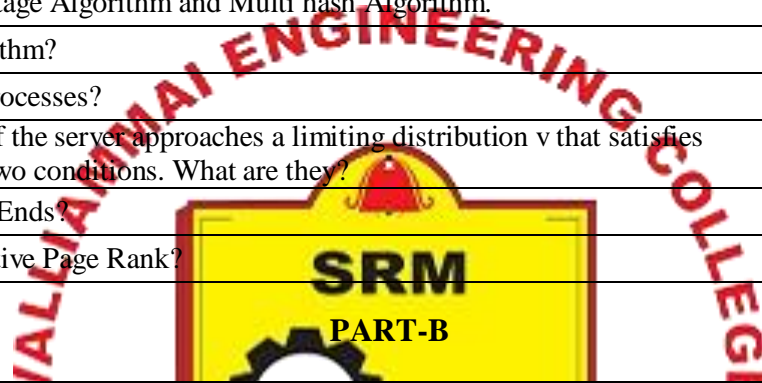
#### UNIT IV - LINK ANALYSIS AND FREQUENT ITEMSETS

**SYLLABUS:** Page Rank –Efficient Computation - Topic Sensitive Page Rank – Link Spam – Market Basket Model – A-priori algorithm – Handling Larger Datasets in Main Memory – Limited Pass Algorithm – Counting Frequent Item sets.

#### PART-A

| Q.No. | Question  | Level | Competence |
|-------|---|-------|------------|
| 1     | Define the Term Spam.                                       | BTL2  | Understand |
| 2     | Give The Google Solution to Term Spam.                      | BTL3  | Apply      |
| 3     | Define PageRank.  | BTL2  | Understand |
| 4     | How to Computing PageRank on Strongly Connected Web Graphs? | BTL6  | Create     |
| 5     | What are Dead Ends?   | BTL1  | Remember   |
| 6     | What are Spider Traps?                                      | BTL4  | Analyze    |

|    |   |      |            |
|----|---|------|------------|
| 7  | How to Representing Blocks of a Transition Matrix?  | BTL4 | Analyze    |
| 8  | What is Topic-Sensitive PageRank?   | BTL2 | Understand |
| 9  | How to Creating Teleport Sets?  | BTL6 | Create     |
| 10 | Define Link Spam.   | BTL2 | Understand |
| 11 | Define Trust Rank.  | BTL5 | Evaluate   |
| 12 | Define Spam Mass.   | BTL1 | Remember   |
| 13 | What is Market-Basket Data?   | BTL1 | Remember   |
| 14 | What is The Pair-Counting Bottleneck?   | BTL3 | Apply      |
| 15 | Explain Monotonicity of Frequent Item sets.   | BTL2 | Understand |
| 16 | Define A-Priori Algorithm.  | BTL1 | Remember   |
| 17 | Define Toivonen's Algorithm.  | BTL1 | Remember   |
| 18 | Define The SON Algorithm.   | BTL1 | Remember   |
| 19 | Differentiate Multistage Algorithm and Multi hash Algorithm.  | BTL5 | Evaluate   |
| 20 | What is PCY Algorithm?  | BTL4 | Analyze    |
| 21 | What are Markov Processes?  | BTL2 | Understand |
| 22 | If the Distribution of the server approaches a limiting distribution $v$ that satisfies $v=Mv$ . It provided two conditions. What are they? | BTL5 | Evaluate   |
| 23 | How to avoid Dead Ends?   | BTL2 | Understand |
| 24 | What is Topic sensitive Page Rank?  | BTL1 | Remember   |



| Q.No. | Question   | Marks       | Level | Competence |
|-------|--|-------------|-------|------------|
| 1     | Give the Efficient Computation of PageRank   | 16          | BTL2  | Understand |
| 2     | Briefly Explain Topic-Sensitive PageRank with illustrations.   | 16          | BTL1  | Remember   |
| 3     | Explain Architecture of a Spam Farm in Link spam.  | 16          | BTL2  | Understand |
| 4     | How to Analyse Spam Farm in Link spam?   | 16          | BTL2  | Understand |
| 5     | How to Formulate Hubbiness and Authority after PageRank was first implemented?   | 16          | BTL4  | Analyze    |
| 6     | Explain the following using page rank<br>i) Structure of the Web<br>ii) Avoiding Dead Ends<br>iii) Spider Traps and Taxation   | 6<br>6<br>4 | BTL4  | Analyze    |
| 7     | Explain the Following<br>i) The Triangular-Matrix Method<br>ii) The Triples Method<br>iii) Monotonicity of Itemsets  | 5<br>5<br>6 | BTL1  | Remember   |
| 8     | How to Formalizing Hubbiness and Authority with suitable Link Matrix?  | 16          | BTL6  | Creating   |
| 9     | Examine how spammers create link spam and explain several methods for decreasing the effectiveness of these spamming techniques, including TrustRank and measurement of spam mass. | 16          | BTL5  | Evaluate   |
| 10    | Explain A-Priori for All Frequent Item sets with suitable patterns.  | 16          | BTL5  | Evaluate   |



|    |  |    |      |          |
|----|--|----|------|----------|
| 11 | Explain Toivonen's Algorithm with suitable example.                                | 16 | BTL1 | Remember |
| 12 | What are the Hybrid Methods present in Counting Frequent Items in a Stream         | 16 | BTL4 | Analyze  |
| 13 | Explain The Algorithm of Park, Chen, and Yu with suitable example.                 | 13 | BTL3 | Apply    |
| 14 | Explain The Multistage Algorithm with suitable example.                            | 13 | BTL3 | Apply    |
| 15 | Explain The Multihash Algorithm with suitable example.                             | 13 | BTL3 | Apply    |
| 16 | Explain The Algorithm of Savasere, Omiecinski, and Navathe with suitable examples. | 13 | BTL3 | Apply    |
| 17 | Explain The SON Algorithm and MapReduce with suitable example.                     | 13 | BTL3 | Apply    |

### UNIT V CLUSTERING

**SYLLABUS:** Introduction to Clustering Techniques – Hierarchical Clustering – Algorithms – K-Means – CURE – Clustering in Non – Euclidean Spaces – Streams and Parallelism – Case Study: Advertising on the Web – Recommendation Systems.

#### PART-A

| Q.No. | Question  | Level | Competence |
|-------|---|-------|------------|
| 1     | Define Clustering   | BTL1  | Remember   |
| 2     | Give the types of Clustering Algorithms.                              | BTL1  | Remember   |
| 3     | What is The Curse of Dimensionality?                                  | BTL2  | Understand |
| 4     | What is Clustroids?   | BTL2  | Understand |
| 5     | What are Centroids?   | BTL1  | Remember   |
| 6     | How to Choose the Clustroid?  | BTL5  | Evaluate   |
| 7     | What is Hierarchical Clustering?                                      | BTL1  | Remember   |
| 8     | What is K-Means Algorithm?  | BTL1  | Remember   |
| 9     | How to Initializing K-Means Algorithm?                                | BTL2  | Understand |
| 10    | Define The BFR Algorithm.   | BTL1  | Remember   |
| 11    | Define The CURE Algorithm.  | BTL1  | Remember   |
| 12    | How to Representing Clusters in CURE?                                 | BTL1  | Remember   |
| 13    | What is the full form of The GRGPF Algorithm and explain its purpose? | BTL4  | Analyze    |
| 14    | What are Clustering Streams?  | BTL4  | Analyze    |
| 15    | What is Targeted Advertising?   | BTL3  | Apply      |
| 16    | What is Bipartite Matching?   | BTL4  | Analyze    |
| 17    | What is The Adwords Problem?  | BTL2  | Understand |
| 18    | Explain The Balance Algorithm with example.                           | BTL4  | Analyze    |
| 19    | What is Root-Mean-Square Error?                                       | BTL5  | Evaluate   |
| 20    | What is The Netflix Challenge?  | BTL4  | Analyze    |
| 21    | Define Hash Storage of Word Sets.                                     | BTL1  | Remember   |
| 22    | How to matching Wordsets against Documents?                           | BTL4  | Analyze    |
| 23    | Give the competitive ratio of the Balance Algorithm.                  | BTL3  | Apply      |

|    |                                       |      |            |
|----|---------------------------------------|------|------------|
| 24 | What is On and Off – Line Algorithms? | BTL2 | Understand |
|----|---------------------------------------|------|------------|

**PART-B**

| Q.No. | Question   | Marks       | Level | Competence |
|-------|--|-------------|-------|------------|
| 1     | Explain the Following<br>i) Points, Spaces, and Distances<br>ii) Clustering Strategies<br>iii) The Curse of Dimensionality | 5<br>5<br>6 | BTL5  | Evaluate   |
| 2     | Will Hierarchical Clustering works in a Euclidean Space? Explain.  | 16          | BTL6  | Create     |
| 3     | What are the Alternative Rules for Controlling Hierarchical Clustering?  | 16          | BTL4  | Analyze    |
| 4     | Explain Hierarchical Clustering in Non-Euclidean Spaces.   | 16          | BTL2  | Understand |
| 5     | Explain K-means Algorithms with example.   | 16          | BTL1  | Remember   |
| 6     | Explain The Algorithm of Bradley, Fayyad, and Reina with example.  | 16          | BTL4  | Analyze    |
| 7     | Explain The CURE Algorithm.  | 16          | BTL3  | Apply      |
| 8     | Explain GRGPF Algorithm in Clustering in Non-Euclidean Spaces.   | 16          | BTL1  | Remember   |
| 9     | Explain A Stream-Clustering Algorithm with example.  | 16          | BTL1  | Remember   |
| 10    | What are the Issues in On-Line Advertising?  | 16          | BTL6  | Create     |
| 11    | Explain On-Line and Off-Line Algorithms.   | 16          | BTL1  | Remember   |
| 12    | Explain Greedy Algorithms with example.  | 16          | BTL2  | Understand |
| 13    | Explain The Matching Problem of matching ads to search queries.  | 16          | BTL4  | Analyze    |
| 14    | Explain the Following<br>i) The Greedy Algorithm for Maximal Matching<br>ii) The Greedy Approach to the Adwords Problem    | 8<br>8      | BTL3  | Apply      |
| 15    | The fundamental problem of search advertising is “adwords problem”. Justify.   | 16          | BTL5  | Evaluate   |
| 16    | Explain the steps involved in the Content-Based Recommendations.   | 16          | BTL 6 | Create     |
| 17    | Explain the steps involved in Collaborative Filtering.   | 16          | BTL 6 | Create     |

