

K. J. Somaiya Institute of Technology, Sion, Mumbai-22  
(Autonomous College Affiliated to University of Mumbai)

~~July - August~~  
~~April - May 2024~~

(B.Tech) Program: Artificial Intelligence & Data Science      Scheme: II

Supplementary Examination: TY

Semester: VI

Course Code: AIDLC6051

Course Name: AI in E-Commerce

Date of Exam: 31/10/2024

Duration: 2.5 Hours

Max. Marks: 60

**Instructions:**

- (1) All questions are compulsory.
- (2) Draw neat diagrams wherever applicable.
- (3) Assume suitable data, if necessary.

		Max. Marks	CO	BT level
Q 1	Solve any six questions out of eight:	12		
i)	Define e-tailing.	2	CO2	U
ii)	Define role of segmentation analysis	2	CO5	U
iii)	Draw diagram for multimedia data Web Content Mining	2	CO4	U
iv)	List three steps for exploratory analysis and model building	2	CO3	U
v)	Explain in brief opportunities of international ecommerce	2	CO6	U
vi)	Mention any 2 e-commerce Advantages	2	CO1	U
vii)	Explain in brief Web Clickstream Analysis	2	CO3	U
viii)	List the top e-tailors.	2	CO2	U
Q.2	Solve any four questions out of six.	16		
i)	Draw the diagram for buyers focused online auction app features.	4	CO6	U
ii)	Write short note on :Web crawlers	4	CO4	U
iii)	Compare: Dash boarding and Reporting	4	CO5	An
iv)	Explain the evolutionary journey of e-tailing.	4	CO2	U
v)	Explain the role of E-marketplaces in E-commerce.	4	CO1	U
vi)	How decision tree is used in propensity modelling?	4	CO3	U

K. J. Somaiya Institute of Technology, Sion, Mumbai-22  
(Autonomous College Affiliated to University of Mumbai)

July-August  
April - May 2024

(B.Tech) Program: Artificial Intelligence & Data Science    Scheme: II  
Supplementary Examination: TY    Semester: VI  
Course Code: AIDLC6051    Course Name: AI in E-Commerce

Date of Exam: 31/07/2024

Duration: 2.5 Hours

Max. Marks: 60

<b>Q.3</b>	<b>Solve any two questions out of three.</b>	<b>16</b>																			
i)	What are the primary objectives of Market Basket Analysis in retail? Construct FP tree with minimum support 3 and write frequent patterns generated.	8	CO3	Ap																	
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>TID</th> <th>Items bought</th> <th>Ordered frequent Items</th> </tr> </thead> <tbody> <tr> <td>100</td> <td>{f, c, a, d, g, i, m, p}</td> <td>{f, c, a, m, p}</td> </tr> <tr> <td>200</td> <td>{a, b, c, f, l, m, o}</td> <td>{f, c, a, b, m}</td> </tr> <tr> <td>300</td> <td>{b, f, h, j, o, w}</td> <td>{f, b}</td> </tr> <tr> <td>400</td> <td>{b, c, k, s, p}</td> <td>{c, b, p}</td> </tr> <tr> <td>500</td> <td>{a, f, c, e, l, p, m, n}</td> <td>{f, c, a, m, p}</td> </tr> </tbody> </table>	TID	Items bought	Ordered frequent Items	100	{f, c, a, d, g, i, m, p}	{f, c, a, m, p}	200	{a, b, c, f, l, m, o}	{f, c, a, b, m}	300	{b, f, h, j, o, w}	{f, b}	400	{b, c, k, s, p}	{c, b, p}	500	{a, f, c, e, l, p, m, n}	{f, c, a, m, p}		
TID	Items bought	Ordered frequent Items																			
100	{f, c, a, d, g, i, m, p}	{f, c, a, m, p}																			
200	{a, b, c, f, l, m, o}	{f, c, a, b, m}																			
300	{b, f, h, j, o, w}	{f, b}																			
400	{b, c, k, s, p}	{c, b, p}																			
500	{a, f, c, e, l, p, m, n}	{f, c, a, m, p}																			
ii)	Give the comparison details of traditional commerce and E-commerce. Explain the role of E-marketplaces in E-commerce.	8	CO1	U																	
	How do online auctions contribute to the e-commerce landscape, and what factors should businesses consider when incorporating auction functionality into their platforms?	8	CO6	U																	
<b>Q.4</b>		<b>16</b>																			
i)	What are the different Web Structure Mining Tools? Explain any 4 in detail.	8	CO4	U																	
ii)	Justify the need of various technologies in e-tailing. Explain the various emerging trends in e-tailing.	8	CO2	An																	
iii)	Explain E-commerce analytics plays a crucial role in creating business value by providing insights into customer behavior, optimizing operations, and driving strategic decision-making	8	CO5	U																	

\*\*\*\*\*