

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

May-June 2026		
(B. Tech) Program: Artificial Intelligence & Data Science	Scheme: III	
Examination: TY	Semester: VI	
Course Code: AIDLC6031	Course Name: AI in E-Commerce	
Date of Exam: 20/05/2026	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.				
Q. No.	Question	Max. Marks	CO	BT level
Q 1	Solve any two questions out of three (05 marks each)	10		
a)	Define E-commerce. Explain the various features of e-commerce.		CO1	U
b)	Define e-tailing. Explain the evolutionary journey of e-tailing.		CO2	U
c)	Explain any 2 e-tailing success stories.		CO2	U
2	Solve any two questions out of three (05 marks each)	10		
a)	Write a short note on visual search for product recommendations.		CO5	U
b)	Explain in detail. E-commerce Analytics Value Chain		CO5	U
c)	What are the different web content mining tools? Explain any 3.		CO4	U
Q.3	Solve any two questions out of three. (10 marks each)	20		
a)	Draw the EC activities connection diagram. Explain the role of e-marketplaces in e-commerce.		CO1	U
b)	Draw the diagram of e-tailing effectiveness. Explain it in detail.		CO2	U
c)	Justify the need for propensity modeling. Explain propensity modeling using regression analysis and profiling clustering.		CO3	An
Q.4	Solve any two questions out of three. (10 marks each)	20		

a)	Justify the need for personalization in web mining. Suggest different personalization strategies.		CO4	An
b)	Write a code on topic analysis for the following documents using LDA. Write a conclusion. Document 1: "Product quality is very good and delivery was fast." Document 2: "Delivery was late but customer service was helpful."		CO5	Ap
c)	How do online auctions contribute to the e-commerce landscape, and what factors should businesses consider when incorporating auction functionality into their platforms?		CO6	U
