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Total No. of Pages : 02

Total No. of Questions : 07

B.Sc. (Artificial Intelligence & Machine Learning) (Sem.–5)

WEB MINING AND RECOMMENDER SYSTEM

Subject Code : UGCA 1991

M.Code : 92417

Date of Examination : 14-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **SIX** questions carrying **TEN** marks each and students have to attempt any **FOUR** questions.

SECTION-A

1. Define :
 - a. Tokenization
 - b. Web mining
 - c. Recommender system
 - d. Web page analysis
 - e. Page ranking
 - f. Tagging
 - g. In-degree
 - h. Middleware
 - i. Heat Maps
 - j. Pattern.

SECTION-B

2. What are the various steps of Web Data Mining also explain various applications of Web Data Mining?
3. What are heat maps and what is their purpose? Discuss in detail with an example by taking various parameters to show an implementation of Heat Maps.
4. Describe the link structure of the web and also explain static and dynamic linking.
5. Discuss :
 - a) Web Usage Mining
 - b) Web Structure Mining
 - c) Web Content Mining
6. How web content is represented as a Graph? How nodes, edges, in-degree and out-degree are computed in web content?
7. Define tokenization in relation to web content. Discuss n-gram analysis in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.