

SECTION - B

2. Discuss the role of machine learning in recommendation systems.
3. Explain different methods for learning user profiles.
4. Discuss the role of mathematical optimization in recommender systems.
5. What are the challenges associated with user preference modeling in the dynamic environments?
6. Explain the concept of utility theory in choice models. How does it relate to user preferences and decision-making?

SECTION - C

7. Discuss the applications of recommender systems in e-commerce. How do recommender systems contribute to personalized product recommendations, cross-selling and improving the overall shopping experience?
8. How do collaborative filtering techniques work in the recommender systems, and what are some of the popular algorithms used to implement them?
9. Write short note on :
 - a. Serendipity and Diversity in recommender systems.
 - b. Dynamic Recommendation Systems.

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