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[NPTEL \(https://swayam.gov.in/explorer?ncCode=NPTEL\)](https://swayam.gov.in/explorer?ncCode=NPTEL) » Artificial Intelligence (AI) for Management (course)


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Course outline

About NPTEL
()

How does an
NPTEL online
course work?
()

Week 1 ()

Week 2 ()

Week 3 ()

Week 4 ()

Week 4 : Assignment 4

The due date for submitting this assignment has passed.

Due on 2026-02-18, 23:59 IST.

As per our records you have not submitted this assignment.

1) In the context of digital platforms, which statement best defines an “ecosystem” business model? **1 point**

- A platform where a single firm controls all aspects of the value chain.
- A system characterized by buy-and-sell relationships defined by direct transactions.
- A system where multiple, diverse stakeholders with different interests are integrated to create orchestrated value exchanges.
- A platform designed primarily for monetizing user data through direct sales.

No, the answer is incorrect.

Score: 0

Accepted Answers:

A system where multiple, diverse stakeholders with different interests are integrated to create orchestrated value exchanges.

2) The primary strategic differentiation of a highly successful short-form video platform is attributed to its adoption of which type of recommender system filtering? **1 point**

- Hybrid Filtering
- Content-Based Filtering
- Collaborative Filtering
- Demographics-Based Filtering

No, the answer is incorrect.

AI-Driven Business Models and Global Platform Strategy: The Bytedance Case (unit? unit=42&lesson=44)

Industry Lecture - Strategies for future of work in management (unit? unit=42&lesson=45)

Quiz: Week 4 : Assignment 4 (assessment? name=43)

Week 4 Feedback Form: Artificial Intelligence (AI) for Management!! (unit? unit=42&lesson=46)

Week 5 ()

Week 6 ()

Download Videos ()

Lecture Materials ()

Live session ()

Score: 0

Accepted Answers:

Content-Based Filtering

3) Which component became the technical engine for efficient AI training and deployment, **1 point** particularly noted for its use in tensor-level computation?

- CPU (Central Processing Unit)
- ASIC (Application-Specific Integrated Circuit)
- FPGA (Field-Programmable Gate Array)
- GPU (Graphics Processing Unit)

No, the answer is incorrect.

Score: 0

Accepted Answers:

GPU (Graphics Processing Unit)

4) A content-based filtering system profiles a user primarily by tracking which of the following? **1 point**

- The preferences of users with similar demographics .
- The aggregate number of downloads for all content.
- The total amount of money spent by the user on virtual goods.
- Key attributes of content usage, such as time watched and comments made on specific videos

No, the answer is incorrect.

Score: 0

Accepted Answers:

Key attributes of content usage, such as time watched and comments made on specific videos

5) The phenomenal growth of computer vision models in AI was significantly enabled by **1 point** the creation of which large-scale, annotated dataset?

- ImageNet
- WordNet
- DBPedia
- Common Crawl

No, the answer is incorrect.

Score: 0

Accepted Answers:

ImageNet

6) A company achieves a significant cost advantage in its digital platform business model **1 point** primarily because the content is supplied by its users. This advantage is derived from:

- Lower infrastructure optimization costs.
- Elimination of all advertising revenue streams.
- Reduced cost of input.

- Exclusive reliance on collaborative filtering.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Reduced cost of input.

7) Which of the following areas represent revenue streams used by digital platforms for monetization? (Multiple correct options are possible, Select all that apply) **1 point**

- Virtual gifts
- Embedded e-commerce
- Branded hashtag challenges
- Charging a flat fee for all users to sign in

No, the answer is incorrect.

Score: 0

Accepted Answers:

Virtual gifts

Embedded e-commerce

Branded hashtag challenges

8) What is the defining characteristic of a “Unicorn” company in the startup landscape? **1 point**

- A publicly traded startup with a valuation over \$1 billion.
- A privately owned startup with a valuation of over \$1 billion.
- A tech-driven company focused solely on B2B AI products.
- A company that has achieved global reach in over 75 countries.

No, the answer is incorrect.

Score: 0

Accepted Answers:

A privately owned startup with a valuation of over \$1 billion.

9) Porter's Generic Strategies identify which two fundamental types of competitive advantage? **1 point**

- Market Concentration and Differentiation
- Cost Advantage and Core Competency
- Differentiation and Cost Advantage
- Technological Leadership and Network Effects

No, the answer is incorrect.

Score: 0

Accepted Answers:

Differentiation and Cost Advantage

10) The freemium monetization strategy for digital platforms is characterized by: **1 point**

- Model where basic services are free, but users pay for enhanced functionality.

- All services being provided completely free of charge.
- Charging users based strictly on their historical content preferences.
- Relying solely on virtual gifts and e-commerce for revenue.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Model where basic services are free, but users pay for enhanced functionality.