# **32 Lecture - CS101**

# **Important Subjective**

#### 1. What is a search engine?

A search engine is a software program that searches the internet for content related to a user's query and displays the results in order of relevance.

#### 2. How do search engines determine the relevance of a web page?

Search engines determine the relevance of a web page based on factors such as keyword density, the number of links pointing to a page, and the quality of those links, among other things.

#### 3. Which is the most popular search engine in the world?

Google is the most popular search engine in the world, with over 90% market share.

#### 4. What are some other popular search engines?

Other popular search engines include Bing, Yahoo, and DuckDuckGo.

#### 5. What is search engine manipulation?

Search engine manipulation is the practice of manipulating search engines to promote false or misleading information.

#### 6. What are some of the downsides of search engines?

Search engines can be manipulated to promote false information, and they can sometimes generate irrelevant or low-quality results.

#### 7. How do search engines make money?

Search engines make money through advertising, such as sponsored search results or display ads.

#### 8. How do search engines protect user privacy?

Search engines can protect user privacy by encrypting searches and using secure connections, among other measures.

## 9. What is a meta-search engine?

A meta-search engine is a search engine that searches other search engines and compiles the results.

## 10. How have search engines changed the way we access information?

Search engines have revolutionized the way we access information by providing instant access to vast amounts of information on any topic we desire.