

# 7 Lecture - CS101

## Important Mcqs

1. **What is the process of analyzing web pages and indexing them in a search engine called?**
  - a. Crawling
  - b. Ranking
  - c. Indexing
  - d. Searching

**Answer: c. Indexing**

2. **Which of the following is not a commonly used search engine?**
  - a. Google
  - b. Yahoo
  - c. Bing
  - d. Amazon

**Answer: d. Amazon**

3. **What is the process of displaying search results in a particular order called?**
  - a. Crawling
  - b. Indexing
  - c. Ranking
  - d. Searching

**Answer: c. Ranking**

4. **What is the name of the algorithm used by Google to rank web pages?**
  - a. Page Score
  - b. Rank Brain
  - c. Search Rank
  - d. Google Rank

**Answer: b. Rank Brain**

5. **Which of the following is not a commonly used search operator?**
  - a. OR
  - b. NOT
  - c. AND
  - d. XOR

**Answer: d. XOR**

6. **Which of the following is a technique used to improve the visibility of a website in search engine results?**

- a. Search engine optimization (SEO)
- b. Search engine marketing (SEM)
- c. Pay-per-click (PPC)
- d. All of the above

**Answer: d. All of the above**

7. **What is the name of the protocol used by web crawlers to request web pages from servers?**
- a. HTTP
  - b. FTP
  - c. SMTP
  - d. TCP/IP

**Answer: a. HTTP**

8. **Which of the following is not a factor that affects a website's search engine ranking?**
- a. Page load speed
  - b. Mobile responsiveness
  - c. A number of outbound links
  - d. Use of relevant keywords

**Answer: c. Number of outbound links**

9. **Which of the following is a commonly used tool for analyzing website traffic and search engine rankings?**
- a. Google Analytics
  - b. Yahoo Finance
  - c. Bing Ads
  - d. Amazon S3

**Answer: a. Google Analytics**

10. **What is the name of the feature that displays related searches at the bottom of a search engine results page?**
- a. Suggested searches
  - b. Related searches
  - c. Recommended searches
  - d. Search suggestions

**Answer: b. Related searches**