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