

7 Lecture - CS101

Important Mcqs

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

Answer: c. Indexing

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

Answer: d. Amazon

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

Answer: c. Ranking

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

Answer: b. Rank Brain

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