# 7 Lecture - CS101

## **Important Mcqs**

1.	What is the process of analyzing web	pages and	l indexing t	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