**Search Engines Important Questions**

**UNIT-I**

1. Illustrate the purpose of the core search engine design and the issues of IR?

2. Describe the concept of text Acquisition in detail?

3. Write a short notes on the concept of the Ranking?

4. Describe the functionalities of the User Interaction with its components?

5. Explain the big issues of Information Retrieval?

6. Illustrate the concept of text transformation in detail?

7. Write a short on the concept of the text Acquisition?

8. Describe the functionalities of the Index Creation with its components?

9.With a neat architecture, explain the Indexing process and Query process List out its major components?

10. With a neat architecture, explain the concept of Index process with its components and describe the subcomponents of the each components?

11. Explain Architecture of Search Engine and it's components which support two major functions

**UNIT-II**

1. What is BigTable. Explain working process of BigTable

2. Explain the basic process of generating fingerprints with an example

3. Explain about Zipf's law with an example

4. What is Tokenization and explain issues involving in tokenization

5. What is Web Crawler. Explain the process of retrieving Web pages with an example

6. Explain about focused crawling

7. Explain about Deep Web and Distributed Crawling

8. Write short notes on Distributed crawling with example.

9. Explain PageRank Algorithm with an example

10. What is meant by stemming? Explain the different types of stemmers

**UNIT-III**

1. Write short notes on Concrete Ranking Model with example.

2. Write short notes on Inverted Indexes

3. Explain about Abstract Model of Ranking, explain about a more concrete ranking model

4. Explain about Counts in Inverted Indexes

5. Explain about Positions in Inverted Indexes

6. Explain about Fields and Extents in Inverted Indexes

7. Explain about Scores and ordering in Inverted Indexes

**UNIT-IV**

1.Explain about Query-Based Stemming

2.Discuss about Query Expansion

3.Explain about Relevance Feedback

4.What is Snippet. Explain about snippet Generation

5. Differentiate between Sponsored search and Contextual Advertising

7. Difference between Monolithic and Polithetic classification

8. What is Context and Personalization in Search Engines, Explain

9. Explain about two old Retrieval Models

10. What is Probabilistic Retrieval Model. Explain Information Retrieval model as

Classification

11. Explain briefly about Query Transformation and Refinement

12. Explain briefly about Showing the results by Search Engines

**UNIT-V**

1. Explain why we need to Evaluate Search Engine

2. Explain about Logging in Search Engine Evaluation

3.Explain about Effectiveness Metrics in Search Engine Evaluation

**4.** Explain about Efficiency Metrics in Search Engine Evaluation

5. Explain about Significance Tests in Search Engine Evaluation