

Слева от варианта ответа, залейте объект прямоугольник зеленым цветом, если этот вариант является правильным вариантом ответа на вопрос. Во всем тесте правильных вариантов ответа на каждый вопрос может быть несколько. Неверные варианты ответа оставляйте без заливки.

Introduction

This module contains theory questions on the Search Guidelines, they will be similar to what you will see in the exam.

You should refer to the guidelines to search for the answers to the questions.

Слева от варианта ответа, заleyте объект прямоугольник зеленым цветом, если этот вариант является правильным вариантом ответа на вопрос. Во всем тесте правильных вариантов ответа на каждый вопрос может быть несколько. Неверные варианты ответа оставляйте без заливки.

Question 1 of 20

What is the User Viewport?

It is the display of the actual user's coordinates when the query was issued.

It is a blue pin that Indicates result locations.

The full map returned as the result of a query

A shaded grey box displayed on the map that shows the area of the map the user was viewing on their device at the time the query was searched for (if known).



Question 2 of 20

Which of these provides the Navigational result for the query [San Francisco Airport]?

Duty Free
San Francisco, CA 94128

Terminal 3
San Francisco, CA 94128

San Francisco Airport
San Francisco, CA 94128

Toilet
San Francisco, CA 94128



Question 3 of 20

For the query [santa clara county] which of the following results would be rated Navigational?

Santa Clara County
Santa Clara County, CA

Santa Clara
Santa Clara, CA



Question 4 of 20

Which of the following is a Business Query?

London Bridge

Bob's Pizza

Bus Stop

Austin, TX



Question 5 of 20

If the user entered the query [Piccadilly circus] which of these results would have a relevance rating of Excellent?

Piccadilly Circus
London, UK

Piccadilly Circus Station
London, UK

Piccadilly Circus Travel Information Centre



Question 6 of 20

For the query [berlin airport] could there be a Navigational result?

Yes

No



Question 7 of 20

If the query does not contain an explicit location and the viewport is stale, what is considered the location intent?

Consider the query as the main location intent

Consider the viewport as the main location intent

Consider the full map as the main location intent.

Consider the user location as the main location intent



Question 8 of 20

What is the highest rating this Chain Business query can receive? [Burger King]

Excellent

Navigational

Good

Acceptable



Question 9 of 20

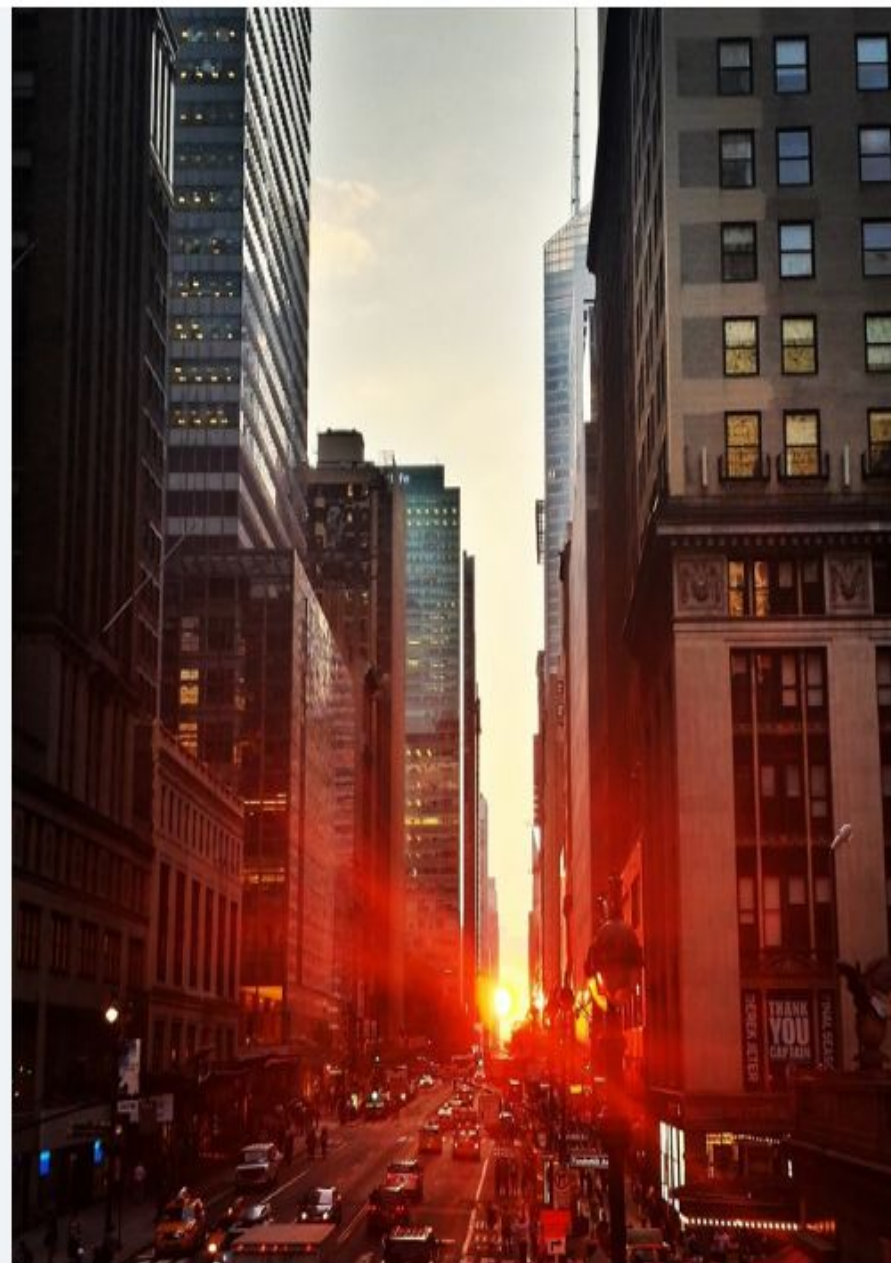
Which of the following is a POI query?

Starbucks

Brazil

Austin, TX

London Bridge



Question 10 of 20

Which of the following Result Names should be rated Partially Correct?

HM

Ecofutures Building Inc

GAP Superstore

Patagonia Outlet



Question 11 of 20

For a single rooftop residential address, match the explanations with the corresponding pin rating

Укажите правильное значение, какой букве соответствует номер, например 1=В, 2=С и т.д.

1 The pin drops directly on the rooftop of a POI or on the property. A Approximate

2 The pin is not Next Door and is outside the property boundary. B Can't Verify

3 The pin drops on a directly adjacent property to the intended property. C Next door

4 The pin drops within the property boundaries but not directly on the rooftop. D Perfect

5 A rooftop cannot be identified, the address does not exist or pin is inside the smallest identified area E Wrong

1=

2=

3=

4=

5=



Question 12 of 20

The Embarcadero BART station has an official address listed on their website (298 Market Street, San Francisco, CA 94111).

Select the results that should receive an address rating of **correct** for Embarcadero BART station.

Result: Embarcadero
298 Market St, San Francisco

Result: Embarcadero
Davis St, San Francisco

Result: Embarcadero
Market St, San Francisco

Result: Embarcadero
465 Market St, San Francisco



Question 13 of 20

From the list below, select the options that contain a result that is a secondary intent for the query.

1 Query: [Stevens Creek and De Anza]
Result: Stevens Creek and De Anza Blvd

2 Query: New York
Result: New York State

3 Query: Restaurant
Result: Burger King

4 Query: Coffee
Result: Starbucks

5 Query: Grand Central Station
Result: Starbucks (Grand Central Station)



Question 14 of 20

Разбейте утверждения на две группы Promote/Demote, если утверждение является основанием для понижения рейтинга результата, то слева от него в квадрат впишите букву D, а если утверждение является основанием для повышения рейтинга - P

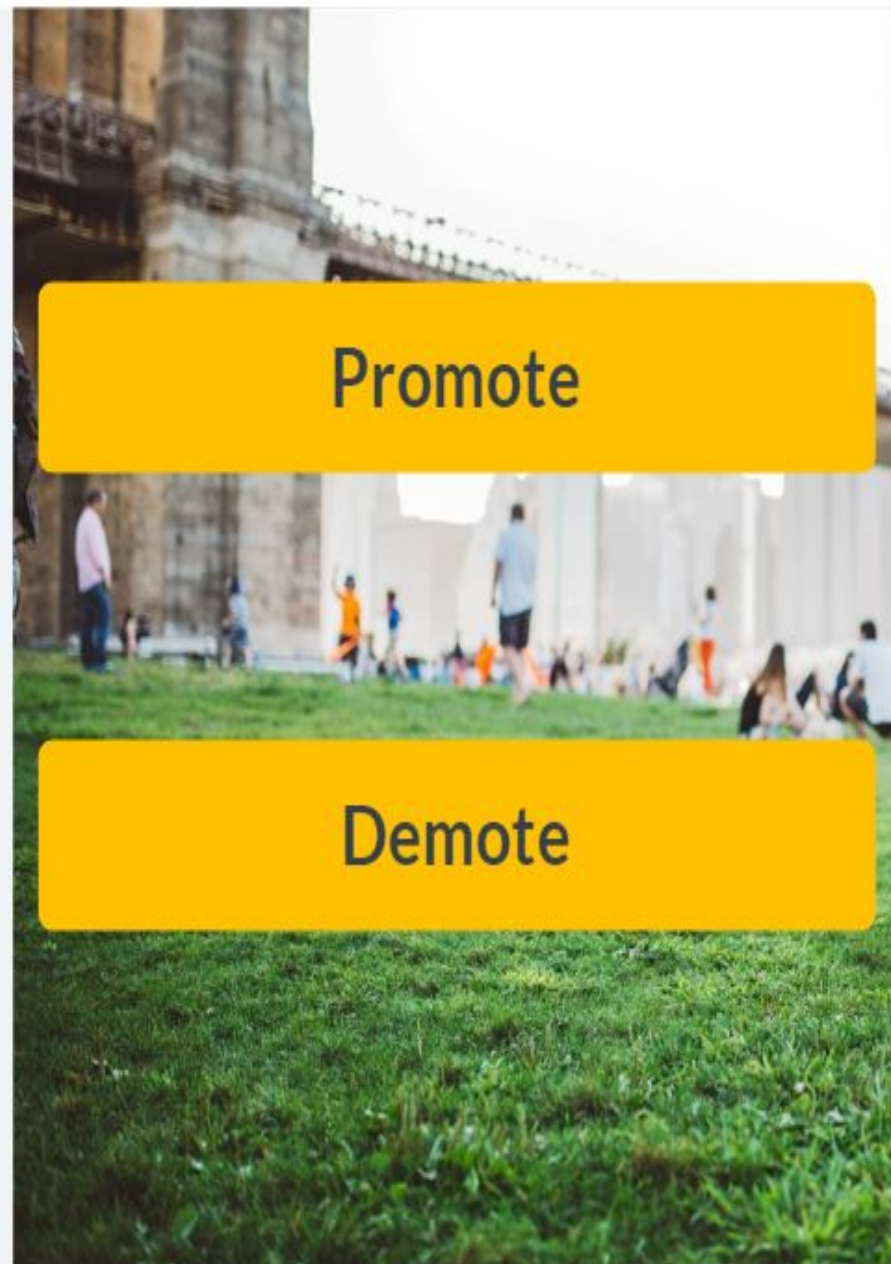
Results are important because of size, such as a large airport or large bus station/stop

Results are the only ones available within a reasonable distance

Results are of very high quality when we expect them to have reviews

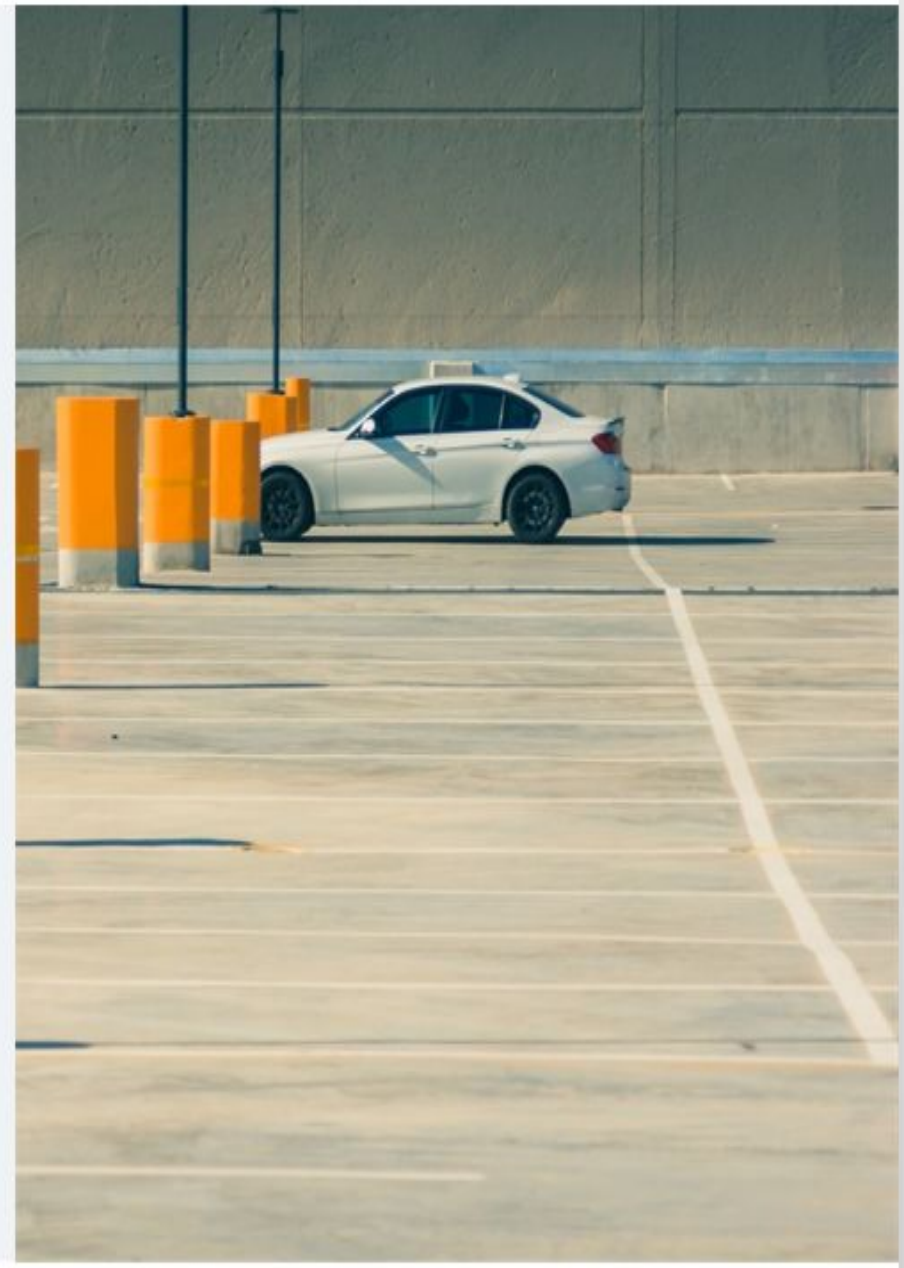
Results are far away

There are better results in terms of quality and prominence available in the real world



Question 15 of 20

For the query [free parking], what is the correct rating when the result is for a parking lot that requires payment

 Acceptable Excellent Good Bad

Question 16 of 20

When should you check [Yes] for the question 'Is there a navigational result for this query'?

None of the results returned have a Navigational result

The query has a distinct intent

There is a result in real life that could be rated Navigational for this query

There is no result in real life that could be rated Navigational for this query



Question 17 of 20

When should you leave a comment for a rating?

Comments should be left for all ratings

Comments should only be left when a result is Bad

Comments should be left for all ratings below excellent

Comments are only required when 'Business/POI is closed or does not exist' checkbox is checked.



Question 18 of 20

Укажите соответствие, например 1=A, и т.д.

Please drag and drop the terms to the correct description regarding Businesses/POI with moving locations?

A

Fixed location

B

Fixed schedule

C

Random location

Moving entities cannot be predicted and should not be shown on the map. Rate such businesses as Result is closed or does not exist.

1=

Businesses that operate out of a truck or bus that is stationary are evaluated as a standard business. However, the vehicle does not need to be parked at the location after closing hours.

2=

Food truck stops are usually posted on the webpage together with the schedule. The most accurate location is the address of the longest stay over a full cycle of the given schedule (i.e. if a business has a weekly cycle and stays in one spot for 4 days that will be the only acceptable address for it). Mark any other address as Incorrect - Other Issue. In cases of a tie, consider any of those locations as Correct.

3=

Question 19 of 20

Укажите соответствие, например 1=A, и т.д.

The Hoover Dam has no official address, drag and drop the correct Address rating for the below results

A Hoover Dam
Boulder City

B Hoover Dam
85 Hoover Dam
Access Rd,
Boulder City, AZ

C Hoover Dam
Kingman Wash
Access Rd, Willow
Beach, AZ

D Hoover Dam
85 Hoover Dam
Access Rd,
Boulder City, NV

Rate as Can't Verify because the street name is not officially confirmed. The Kingman Wash Access Rd does provide access to the Hoover Dam from the Arizona side.

1=

Rate as Can't Verify because as the street number given cannot be confirmed Incorrect. The Hoover Dam Access Rd provides access to the dam from the Nevada side.

2=

Rate as Can't Verify because The information is not incorrect and there is no official address given, we cannot confirm the address as correct.

3=

Rate as Incorrect as Boulder City is a locality in Nevada and not in Arizona.

4=

Question 20 of 20

Select the results which should have an address rating
Incorrect - Region/State

1 Official Address: 1384 Navarro Dr, Sunnyvale, CA 94087, USA
Result Address: 1384 Navarro Dr, Sunnyvale, CA 94087, USA

2 Official Address: 1384 Navarro Dr, Sunnyvale, CA 94087, USA
Result Address: 1384 Navarro Dr, Sunnyvale, 94087, USA

3 Official Address: Van Gogh Museum
Museumplein 6, 1071 DJ Amsterdam, Netherlands
Result Address: Van Gogh Museum
Museumplein 6, 1071 DJ Amsterdam, North-Holland,
Netherlands

4 Official Address: Van Gogh Museum
Museumplein 6, 1071 DJ Amsterdam, Netherlands
Result Address: Van Gogh Museum
Museumplein 6, 1071 DJ Amsterdam, North-Brabant,
Netherlands

