GHANA-INDIA KOFI ANNAN CENTRE OF EXCELLENCE IN ICT

Advanced Information Technology Institute

ICDL Examination- **Ms-Word, Power Point, Excel, Digital Marketing**

Time: 1hrs 45mins

NAME: ………………………………..……………………

ANSWER ALL QUESTIONS

***(Answer all questions by the circling the appropriate)***

**MS WORD**

1. MS OFFICE Is Application Software

A. True

B. False

2. Thesaurus tool in MS Word is used for...

A. Spelling suggestions

B. Synonyms and Antonyms words

3. The minimum number of rows and columns in MS Word document is

A. 1 and 1

B. 2 and 1

C. 1 and 2

D. 2 and 2

4. How many columns can you insert in a word document in maximum?

A. 40

B. 45

C. 50

D. 55

5. What is the smallest and largest font size available in Font Size tool on formatting toolbar?

A. 8 and 72

B. 8 and 68

C. 6 and 72

D. 6 and 68

6. A character that is raised and smaller above the baseline is known as

A. Raised

B. Outlined

C. Capscript

D. Superscript

7. Selecting text means, selecting?

A. a word

B. an entire sentence

C. whole document

D. any of the above

8. MS-Word automatically moves the text to the next line when it reaches the right edge of the screen and is called?

A. Carriage Return

B. Enter

C. Word Wrap

D. None of the above

**MS POWER POINT**

9. Which \_le format can be added to a power point show?

(A) .gif

(B) .jpg

(C) .wav

(D) All of above

10. How to select one hyperlink after another during a slide presentation?

(A) Ctrl+K

(B) Ctrl+D

(C) Ctrl+H

(D) Tab

11. Which power point view works best for adding slide transition?

(A) Animations

(B) Chart Wizard

(C) Transition Wizard

(D) Auto Content Wizard

12. You can edit an embedded organization chart object by?

(A) Double clicking the organization chart object.

(B) Clicking edit object

(C) Right clicking the chart object, then clicking edit MS-Organization Chart object.

(D) A and C both

13. Special effects used to introduce slides in a presentation are known as?

(A) Transition

(B) Effects

(C) Custom animations

(D) Annotations

14. Slide sorter can be accessed from which menu?

(A) View

(B) Edit

(C) File

(D) Insert

15. To print power point presentation, press:

(A) Ctrl+P

(B) Ctrl+S

(C) Ctrl+Shift+P

(D) Ctrl+A

16. What would I choose to create a pre-formatted style?

(A) Format

(B) Slide layout

(C) Slide sorter view

(D) None of above

**MS EXCEL**

17. Which one is not a Function in MS Excel?

(A) SUM

(B) AVG

(C) MAX

(D) MIN

18. Functions in MS Excel must begin with \_\_\_

(A) An () sign

(B) An Equal Sign

(C) A Plus Sign

(D) A > Sign

19. Which function in Excel checks whether a condition is true or not?

(A) SUM

(B) COUNT

(C) IF

(D) AVERAGE

20. In Excel, Columns are labelled as \_\_\_

(A) A, B, C, etc

(B) 1,2,3 etc

(C) A1, A2, etc.

(D) $A$1, $A$2, etc

21. The Greater Than sign (>) is an example of \_\_\_\_\_ operator.

(A) Arithmetic

(B) Logical

(C) Conditional

(D) Greater

22. What type of chart is useful for showing trends or changes over time?

(A) Pie Chart

(B) Column Chart

(C) Line Chart

(D) Dot Graph

23. The process of arranging the items of a column in some sequence or order is known as:

(A) Arranging

(B) Autofill

(C) Sorting

(D) Filtering

24. The \_\_\_\_ feature of MS Excel quickly completes a series of data

(A) Auto Complete

(B) Auto Fill

(C) Fill Handle

(D) Sorting

**DIGITAL MARKETING**

25. Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:

(A) Digital marketing.

(B) Interactive marketing.

(C) Direct marketing.

(D) Electronic marketing.

26. Which of the following is not a type of digital marketing activity?

(A) e-marketing.

(B) Social marketing.

(C) Print advert.

(D) Internet marketing.

27. \_\_\_\_\_\_\_\_ is the process of marketing accomplished or facilitated via the use of internet technologies (e.g. web, email, intranet, extranets).

(A) Internet marketing

(B) Search marketing

(C) e-marketing

(D) Mobile marketing

28. This form of advert delivered on social platforms and social gaming websites and apps, across all device types is known as:

(A) Mobile marketing

(B) Social media advertising

(C) Internet advertising

(D) e-marketing

29. The rise of \_\_\_\_\_\_\_\_\_\_\_ has led marketing to evolve away from a hierarchical one-sided mass communication model towards more participatory technologies (e.g. social channels and online communities).

(A) website

(B) Social media

(C) Web 1.0

(D) Web platform.

30. A form of marketing communications that uses the internet for the purpose of advertising, aiming to increase website traffic and/or encourage product trial, purchase, and repeat purchase activity is called:

(A) Search marketing.

(B) E-mail marketing.

(C) Internet advertising.

(D) Social web marketing