1. You are using Word to create a marketing leaflet that contains information about the new products that your company will be offering to customers in the next month. It has pictures and descriptions of the new items. As your company has developed some of these products, you would like to add the trademark symbol beside the names of those products wherever they appear. How can you do this?

   ○ Place the cursor in the position where you want the trademark symbol to appear and click on the **Symbol** button in the **Home** ribbon. Select the **More Symbols** option, then **Special Characters** and select the trademark symbol.

   ○ Place the cursor in the position where you want the trademark symbol to appear and click on the **Symbol** button in the **Design Ribbon**. Select the **More Symbols** option, then **Special Characters** and select the trademark symbol.

   ◉ Place the cursor in the position where you want the trademark symbol to appear and click on the **Symbol** button in the **Insert** ribbon. Select the **More Symbols** option, then **Special Characters** and select the trademark symbol.

   ✓ **Correct**
   Correct! The **Special Characters** page contains useful symbols such as copyright and trademark. You will only have to go through these steps once as the trademark symbol will then be visible in the recently used symbols section of the symbols dialog.
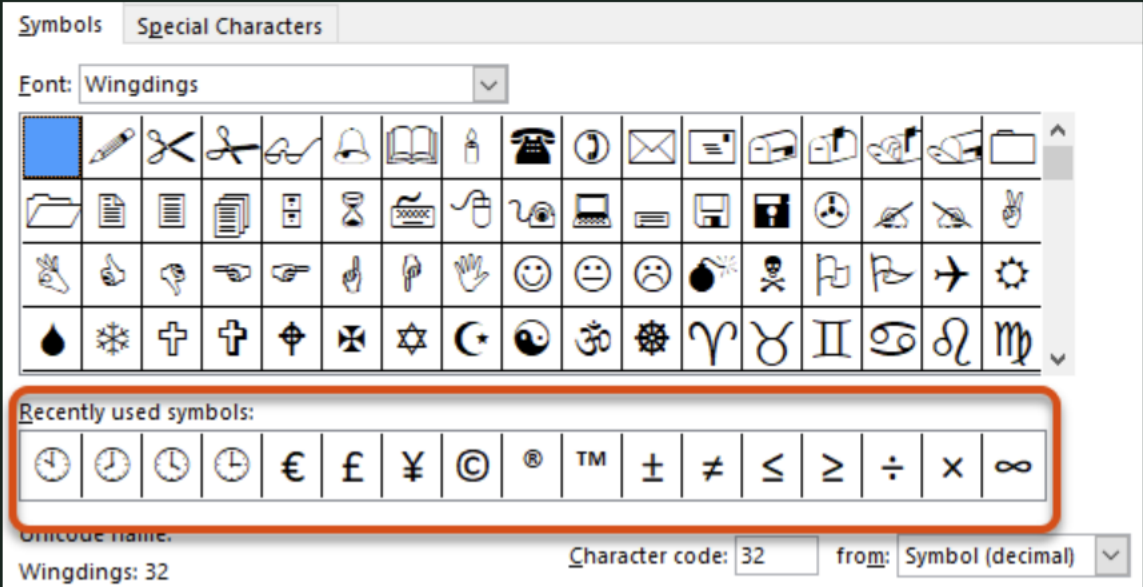
2. In the marketing leaflet that you are creating, you would like to add pictures of real-life situations where the new products might be used. You decide to do an internet search for these pictures. What is the best series of steps to ensure that you are not infringing the copyright on any image?

   ◉ Go to the **Insert** ribbon, choose **Online Pictures,** and then choose a category in the Bing Search screen. Once you locate an appropriate picture, select it, make sure **Creative Commons** is ticked, and then click on the **Insert** button

   ○ Search for the pictures in a separate browser window. Go to the **Insert** ribbon, choose **Screenshot,** and add the picture from there.

   ○ Go to the **Insert** ribbon, choose **Online Pictures,** and then choose a category in the Bing Search screen. Once you locate an appropriate picture select it and then click on the **Insert** button.

   ✓ **Correct**
   Correct! By selecting the **Creative Commons** box you have asked Bing to only find non-copyright images.
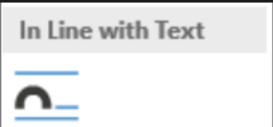
3. You have picked an advertising picture from the company's collection and added it to the document in the middle of a paragraph. You would like the paragraph text to flow around the picture on all sides. Clicking on the icon on the side of the image opens the **Wrap Text** choices. Which one should you choose to achieve the effect that you want?

   ○ Option 3

   ○ Option 1

   ◉ Option 2

   ○ Option 4

   ✓ **Correct**
   Correct! This is one of the text wrapping styles that you can pick. It will position the text around the image. You can move the image around the page with this style.

4. You have picked an advertising picture from the company's collection and added it to the document in the middle of a paragraph. You would like the image to be in the top corner of the document, but Word will not allow you to reposition it. What setting do you need to change?

- ⦿ The **Wrap Text** choice needs to be changed from **In-line**.
- ○ The **Wrap Text** choice needs to be changed to **In-Line**.
- ○ The **Edit Points** on the image need to be adjusted.

✓ **Correct**

Correct! The **Wrap Text** choice is what controls if you can reposition an image. The default is set to **In-Line** which prevents the image from being moved. Changing this to any other setting will allow you to move the picture in the document.
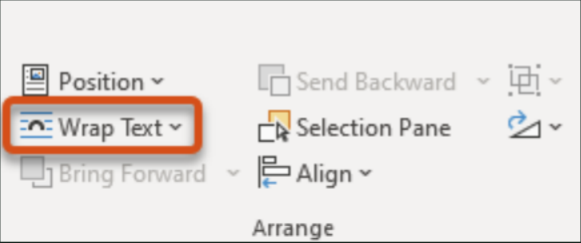

5. You have successfully added the picture to the marketing document and resized it so that it fits in the location you have chosen. You would like to make the image stand out a little more. Which of the following can you control using choices in the **Adjust** section of the **Picture Format** ribbon?

- ☑ **Color Saturation**

✓ **Correct**

Correct! This **Color** drop-down in the **Adjust** section will allow you to reduce the level of color in the image. A higher saturation value will make the color more vivid, while lower saturation will move towards a grey look.
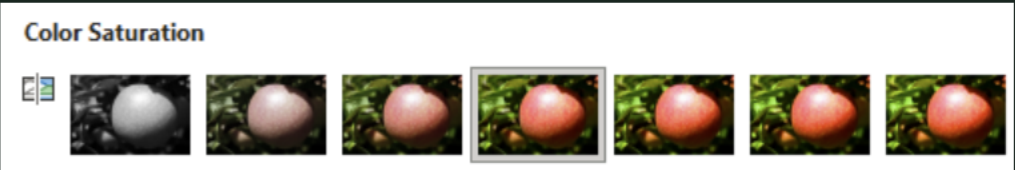
- ☐ **3D Rotation**
- ☑ **Contrast**

✓ **Correct**

Correct! This option on the **Corrections** drop-down allows you to change the differences in tone and the amount of white in the image.

- ☑ **Transparency**

✓ **Correct**

Correct! Using this option on the **Color** drop-down will allow you to pick a color in the picture and make it transparent. In this example, a particular shade of green has been made transparent.

6. You would like the reader to notice immediately that some of the new products you are describing will be on sale at a special introductory price. To make them stand out and to draw attention to them, you decide to put them in a text box down the right-hand side of the page. Which Word feature should you use to do this?

- ⦿ A **Sidebar Text** Box
- ○ A **Rectangular Shape**
- ○ A **Pull Quote Text** Box

✓ **Correct**

Correct! The **Sidebar Text Box** is designed to run down the side of a page, and it would be the natural choice in this situation. It is designed to take advantage of the height of the page

7. You have created a pull quote text box that you would like to use again. How can you do this?

○ You cannot save a customized text box to use again.

○ Use the **Save Text Box** option on the **Shape Format** contextual tab that appears when you select the text box.

◉ Go to the **Insert** tab; select the **Text Box** dropdown and then choose **Save Selection to Text Box Gallery**.

✓ **Correct**
Correct! This series of steps will allow you to save the text box you have created as a building block which you can use at any time in any document.

8. You want to add a star shape into the document to flag a special deal on product prices. How can you do this?

Select all that apply.

☑ Go to the **Insert** ribbon and choose the star shape from the **Shapes** drop-down. Move the mouse to where you want the shape to appear in your document. Click the mouse button once.

✓ **Correct**
Correct! This is the quickest method of adding a shape to the document. Once you have selected the shape that you need, a single click in the document will add a shape that is the default size.

☐ Move the mouse to where you want the shape to appear in your document. Right-click to get the shortcut menu and then choose from the Shapes drop-down gallery. Hold down the mouse pointer and drag.

☑ Go to the **Insert** ribbon and choose the star shape from the **Shapes** drop-down gallery. Move the mouse to where you want the shape to appear in your document. Hold down the mouse pointer and drag.

✓ **Correct**
Correct! This series of steps will allow you to insert a shape with customized size. You simply drag to stretch the shape to the size you require.

9. You want to add some pictures of key staff members to your marketing document. You would also like to include a brief description of the part they played in bringing these new products to the marketplace. A **SmartArt Diagram** is a good way to present this information in a colorful visual, so you insert the **Picture Accent List** type of diagram into the document. You would like to make all the boxes in the diagram different colors. How would you do this?

○ Select each box individually and make choices in the **SmartArt Styles gallery** on the **SmartArt Design** ribbon.

◉ Select each box individually and make choices in the **Shape Fill Gallery** on the **Format** ribbon.

○ Select each box individually and use the **Change Colors** drop-drop down on the **SmartArt Design** ribbon.

✓ **Correct**
Correct! The **SmartArt Format** tab gives you finer control over the appearance of the shapes and other elements in your diagram. In this case, using the choices on the **Shape Styles** and the **Shape Fill** would allow you to color each box independently.
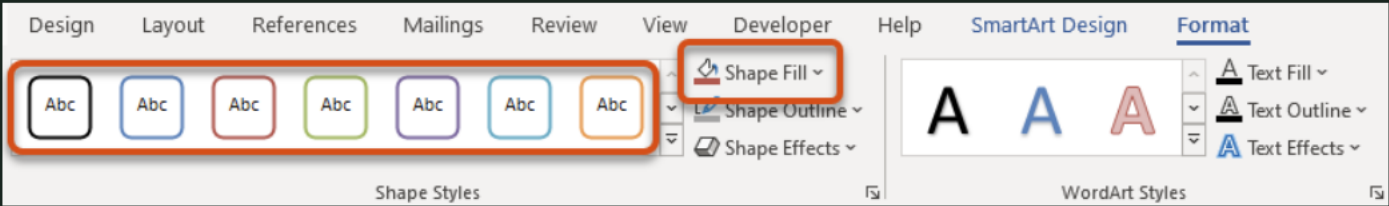
10. You have added a **SmartArt** diagram to your document which you have customized by changing the colors and have typed entries into each of the boxes. If you click on the following button, what would you expect to happen?
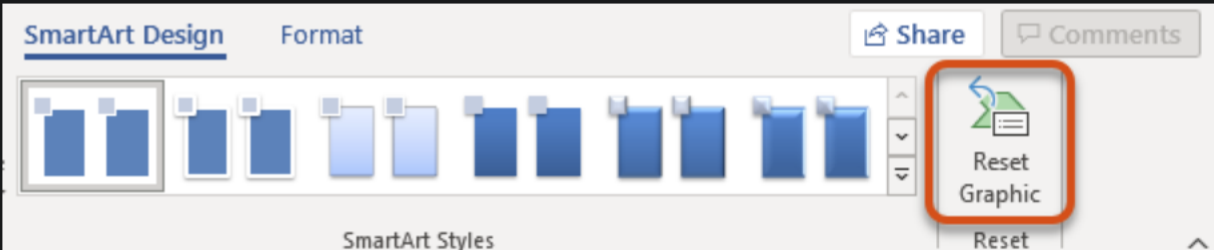
○ You would be brought back to the **SmartArt** gallery to choose another type of diagram.

○ You would lose the color changes you have made, and the text would be removed.

◉ You would lose the color changes you have made but the text would remain.

✓ **Correct**
Correct! This button will reset the graphic to its default color settings, but all the text will remain intact.