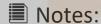# CHAPTER NO # 02
BASIC ICT PRODUCTIVITY TOOLS

🗒 Notes:

Effective Use of Popular Search Engines (Google, Bing, etc.)

⬦ 1. Introduction

The World Wide Web is a massive collection of information, and search engines act as gateways to access it. Popular search engines like Google and Bing make it possible to locate specific information quickly and accurately. The effective use of these engines depends on smart search strategies and critical evaluation of the results.

⬦ 2. Google

Most popular search engine worldwide.

Provides accurate, updated, and fast results.

Specialized features:

Google Scholar → Academic articles, research papers.

Google Maps → Directions, locations, businesses.

Google Images → Visual content, reverse image search.

Google News → Latest global updates.

Uses AI and personalization to improve results for each user.

⬦ 3. Bing

Developed by Microsoft.

Strong in image and video search.

Integrated with Windows & Edge browser.

Offers a rewards system for frequent users.

Clean interface and powerful filtering options.

⬧ 4. Search Techniques (Operators)

"phrase" → Search exact phrase.

-keyword → Exclude unwanted words.

site:website.com → Search within a site.

filetype:pdf → Search specific file formats.

keyword OR keyword → Find alternatives.

Example:

"history of Pakistan" → exact phrase.

nutrition -diet → excludes "diet".

site:bbc.com floods → only results from BBC.

⬧ 5. Advanced Features

Filters → Time, region, content type.

Visual search → Upload or click images to find results.

Voice search → Quick queries using speeche.

Safe Search → Filter harmful/inappropriate content.

⬧ 6. Evaluating Results

Prefer trusted domains: .edu, .gov, .org.

Check multiple sources to avoid misinformation.

Analyze the date of publication for updated knowledge.

Avoid relying only on blogs or unverified sites.

⬧ 7. Conclusion:

Both Google and Bing are powerful tools for exploring the web. Google is best for general, academic, and research-based searches, while Bing is stronger for images and videos. The effectiveness of search

engines depends on the user's ability to apply smart search operators, filters, and source evaluation skills. By mastering these techniques, one can save time, access reliable information, and make full use of the World Wide Web.

TOPIC 2:

Formal Communication Tools & Etiquettes:

⬩ 1. Introduction

Formal communication tools are platforms used for official, business, and academic communication.

Purpose: Exchange of information, record-keeping, and collaboration.

Examples: Microsoft Outlook, Yahoo Mail, ProtonMail, Zoho Mail, Slack, Microsoft Teams, Zoom.

⬩ 2. Microsoft Outlook

A professional email and scheduling software by Microsoft.

Key Features:

1. Supports corporate domain emails (e.g., info@company.com).

2. Integrated with Microsoft Teams & Office 365.

3. Built-in calendar & task scheduling.

4. Focused Inbox to filter important emails.

5. Strong encryption and security.

Etiquette in Outlook:

Keep the tone clear, formal, and polite.

Use "Out of Office" message when unavailable.

Avoid unnecessary "Reply All".

Respect deadlines and scheduled meetings.

⬩ 3. Yahoo Mail

A web-based email platform.

Key Features:

1. Provides custom themes and user-friendly interfaces.

2. Large storage for attachments.

3. Strong spam filter.

4. Suitable for both personal and professional use.

Etiquette in Yahoo Mail:

Use concise subject lines.

Avoid informal phrases in professional mails.

Attach documents with proper file names.

⬙ 4. Zoho Mail

Business-focused email service.

Key Features:

1. Ad-free, secure communication.

2. Integrated with Zoho Workplace tools (Docs, Calendar, CRM).

3. Professional custom domains.

4. Encrypted and reliable for corporate use.

Etiquette in Zoho Mail:

Keep communication strictly professional.

Use formal greetings & closings.

Maintain professional email signature.

⬙ 5. General Email Etiquette (Applies to All Tools)

1. Professional Email Address – Avoid nicknames (e.g., smartguy123@... ✕).

2. Subject Line – Short and relevant (e.g., "Application for Leave – Sept 2025").

3. Salutation – "Dear Sir/Madam," "Respected Principal," or title + surname.

4. Message Body –

Clear structure: Introduction – Purpose – Closing.

Use formal vocabulary and grammar.

5. Tone – Respectful, no slang or shortcuts (e.g., "u" for "you" ✖).

6. Closing – "Regards," "Sincerely," + your full name.

7. Signature Block – Name, designation, institution/company, contact details.

8. Attachments – Use descriptive file names (e.g., Assignment_History.pdf).

9. Reply Time – Respond within 24 hours.

10. Confidentiality – Use CC/BCC wisely.

♦ 6. Sample Professional Email Format

Subject: Application for Leave – 3rd September 2025

Respected Principal,

I hope you are doing well. I am writing to request a leave of absence for one day (3rd September 2025) due to personal reasons.

Kindly allow me to leave for the mentioned date. I assure you that I will cover any missed work promptly.

Sincerely,

Ali Khan

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✅ Summary:

Outlook → Corporate, professional, secure.

Yahoo Mail → User-friendly, simple

Zoho Mail → Business-oriented, ad-free.

Etiquette → Clear subject, polite tone, professional signature, timely response.

TOPIC 3

📄 Microsoft Office Suite

⬢ 1. Microsoft Word (Word Processor)

Purpose:

Creating and editing text-based documents.

Uses:

Writing letters,

essays,

reports,

resumes;

formatting text (fonts, colors, styles);

inserting images,

tables,

hyperlinks;

spell check,

grammar check,

auto-correct;

collaboration (comments, track changes).

Key Features:

Page layout (margins, orientation, breaks);

table of contents,

footnotes,

citations;

mail merge for bulk documents.

⬢ 2. Microsoft Excel (Spreadsheet Software)

Purpose:

Managing data and performing calculations.

Uses:

Data entry, storage, and organization; formulas & functions (SUM, AVERAGE, IF, VLOOKUP); graphs and charts for data visualization; budgeting, scheduling, inventories.

Key Features:

Rows, columns, worksheets; conditional formatting; PivotTables & PivotCharts; sorting, filtering, data validation.

♦ 3. Microsoft PowerPoint (Presentation Software)

Purpose:

Creating visual presentations.

Uses:

Business meetings, teaching, seminars; adding text, images, audio, video; animations and slide transitions; exporting slideshows to PDF or video.

Key Features:

Templates & themes;

SmartArt & charts;

slide master for consistent design;

presenter view with notes.

✧ Quick Comparison

Word → Text documents.

Excel → Data & calculations.

PowerPoint → Presentations.

TOPIC 4

🗐 Google Workspace Tools

♦ 1. Google Docs (Word Processor)

Purpose: Creating and editing text-based documents online.

Features & Uses:

Write letters, reports, essays, resumes.

Format text (fonts, styles, colors, alignment).

Insert images, tables, charts, hyperlinks.

Auto-save & version history.

Real-time collaboration (comments, suggestions, track changes).

Cloud storage via Google Drive.

♦ 2. Google Sheets (Spreadsheet Tool)

Purpose: Managing and analyzing data in tabular form.

Features & Uses:

Perform calculations using formulas & functions.

Create charts and graphs for data visualization.

Use filters, sorting, pivot tables for data analysis.

Track budgets, attendance, inventories, and schedules.

Collaboration: multiple users can edit at the same time.

Built-in templates (finance, project tracking, etc.).

♦ 3. Google Slides (Presentation Tool)

Purpose: Designing and delivering digital presentations.

Features & Uses:

Create slides with text, images, videos, charts.

Apply themes, animations, and transitions.

Import/export from PowerPoint.

Present directly from the browser.

Collaboration: team members can design slides together.

Easy sharing via link or Google Classroom.

⬥ Summary:

Docs → Writing & editing documents.

Sheets → Data management & analysis.

Slides → Creating presentations.

TOPIC 5

🗐 Dropbox, Cloud Storage, and File Sharing

⬥ 1. Dropbox:

Purpose: Online file hosting and synchronization service.

Features & Uses:

Store files (documents, photos, videos) online.

Automatic sync across devices (PC, mobile, tablet).

Share files or folders via secure links.

File recovery and version history.

Collaboration: multiple people can work on shared files.

Integration with other apps (Google Workspace, Microsoft Office, Slack, etc.).

⬥ 2. Cloud Storage

Definition: A system where digital data is stored on remote servers accessed through the internet, instead of local devices.

Examples: Google Drive, OneDrive, iCloud, Dropbox, Mega.

Features & Benefits:

Store large amounts of data without physical devices.

Accessible anytime, anywhere with the internet.

Automatic backup and recovery.

Scalable storage (upgrade as per need).

Secure with encryption and authentication.

Uses:

Backup of important files.

Remote access to work/school documents.

Sharing media (photos, videos).

Collaboration for teams and organizations.

⬦ 3. File Sharing

Definition: The practice of distributing or providing access to digital files.

Types:

1. Email attachments (small files).

2. Cloud sharing (Google Drive, Dropbox, OneDrive).

3. Peer-to-peer (P2P) sharing (torrent, direct transfer).

4. USB / External devices (offline sharing).

Advantage;

Quick and easy distribution of data.

Supports collaboration in real-time.

Saves cost of printing or physical transfer.

Risks / Disadvantages:

Security issues (malware, unauthorized access).

Dependence on internet connectivity.

Storage limits in free versions.

⬦ Summary:

Dropbox → A cloud service mainly for storage & file sharing.

Cloud Storage → Internet-based storage accessible anywhere.

File Sharing → Method of distributing digital files online/offline.

📰 Google Drive (Cloud Storage with Google Docs Integration)

◈ 1. Introduction

Google Drive is a cloud storage service by Google that allows users to store files online, access them anywhere, and share them easily.

◈ 2. Key Feature;

1. Cloud Storage: 15 GB free, supports all file types.

2. Accessibility: Works on web, mobile, and desktop with auto-sync.

3. Collaboration: Share files/folders and edit in real time.

4. Security: Data encryption and access control.

◈ 3. Integration with Google Docs

Fully integrated with Docs, Sheets, Slides, and Forms.

Auto-save and real-time editing directly in Drive.

◈ 4. Advantages

1. Free storage with Google account.

2. Real-time collaboration.

3. Anywhere access.

4. Easy backup and restore.

📰 Microsoft OneDrive (Cloud with Microsoft)

◈ 1. Introduction

Microsoft OneDrive is a cloud storage service by Microsoft that lets users save, access, and share files online securely.

◈ 2. Key Features

1. Cloud Storage: 5 GB free, supports all file types.

2. Accessibility: Available on web, desktop (Windows integrated), and mobile.

3. Collaboration: Real-time sharing & editing via Microsoft Office apps (Word, Excel, PowerPoint).

4. Security: Encryption, password-protected sharing, and file version history.

⬦ 3. Integration

Directly integrated with Microsoft 365 (Office apps).

Auto-sync between PC and cloud.

Files On-Demand feature (access without full download).

⬦ 4. Advantages

1. Seamless with Windows & Office.

2. Real-time collaboration.

3. Secure and reliable backup.

4. Anywhere, anytime access.