Publisher Test Chapter 3 & Email Feature

Multiple Choice
Identify the choice that best completes the statement or answers the question.

1. A(n) ________, or pamphlet, usually is a high-quality document with lots of color and graphics, created for advertising purposes.
   a. newsletter  
   b. flyer  
   c. outline  
   d. brochure

2. ________ size refers to the number of panels in a brochure.
   a. Placeholder  
   b. Template  
   c. Object  
   d. Page

3. The ________ form displays fields for the description of items ordered as well as types of payment information.
   a. Order  
   b. Response  
   c. Sign-up  
   d. Default

4. The ________ form displays check box choices and fields for comments.
   a. Order  
   b. Default  
   c. Sign-up  
   d. Response

5. The ________ form displays check box choices, fields for time and price, as well as payment information.
   a. Sign-up  
   b. Response  
   c. Order  
   d. Default

6. To delete text boxes, right-click the text box and then use the ________ command on the shortcut menu.
   a. Delete Text  
   b. Cut  
   c. Delete Object  
   d. Remove

7. The ________ button displays when multiple objects are selected.
   a. Synchronize  
   b. Group Objects  
   c. Show All  
   d. Deselect All

8. Grades of paper are based on ________.
   a. color  
   b. weight  
   c. coating  
   d. glossiness

9. When printing colors, desktop printers commonly use a color scheme called ________.
   a. digital printing  
   b. Composite RGB  
   c. CMYK processing  
   d. digital color printing

10. In ________ printing, the printer uses only one color of ink.
    a. scalar  
    b. black-and-white  
    c. process-color  
    d. digital

11. ________ printing uses semitransparent, premixed inks typically chosen from standard color-matching guides, such as Pantone.
   a. Process-color  
   b. Black-and-white  
   c. Spot-color  
   d. Digital
12. ________ printing means your publication can include color photographs and any color or combination of colors.
   a. Spot-color
e   c. Process-color
   b. Digital
e   d. Black-and-white

13. One of the process-color libraries, called CMYK, or ________ printing, is named for the four semitransparent process inks – cyan, magenta, yellow, and black.
   a. black-and-white
e   c. spot-color
   b. four-color
e   d. digital

14. The ________ Wizard guides you through the steps to collect and pack all the files a printing service needs and then compress the files to fit on one or more disks.
   a. Printing Service
e   c. Readme
   b. Compression
e   d. Pack and Go

15. The Pack and Go Wizard adds a program called ________ to the disk that the printing service can use to unpack the files.
   a. Unpack.exe
e   c. Use.exe
   b. Decompress.exe
e   d. Extract.exe

16. ________ are graphic pictures of each page in your publication.
   a. Embedded files
e   c. Readme files
   b. Encapsulated PostScript files
e   d. PostScript printer drivers

17. To select placeholder text, you must ________ it.
   a. click
e   c. right-click
   b. double-click
e   d. drag

18. Pressing ________ selects all the text in a text box.
   a. CTRL+C
e   c. SHIFT+C
   b. CTRL+A
e   d. SHIFT+A

19. The selected text appears to be imprinted or pressed into the page with the ________ font effect.
   a. Emboss
e   c. Outline
   b. Engrave
e   d. Shadow

20. The selected text appears to be raised off the page in relief with the ________ font effect.
   a. Emboss
e   c. Outline
   b. Engrave
e   d. Shadow

21. A(n) ________ is a special font option to add distinction to your text, including such things as outlining, embossing, and shadows.
   a. custom color scheme
e   c. effect
   b. superscript
e   d. style

22. In the text “H₂O”, the “2” is an example of ________.
   a. a superscript
e   c. embossed text
   b. a subscript
e   d. engraved text

23. A ________ consists of text that you type until you press the ENTER key.
   a. superscript
e   c. PostScript
   b. subscript
e   d. paragraph

24. ________ refers to the horizontal appearance and orientation of the edges of the paragraph.
25. As shown in the figure above, to place the text box precisely so that the © symbols overlap with the center text box selected, you would use the arrow keys to __________ to move.
   a. tween  
   b. prod  
   c. shift  
   d. nudge

26. __________ of the objects in an e-mail letter are displayed in the body of the e-mail message.
   a. All  
   b. Some  
   c. Most  
   d. None

27. When you send an entire publication as an e-mail attachment, the recipient must have __________ to view it.
   a. Microsoft Publisher  
   b. Outlook  
   c. Outlook Express  
   d. HTML-enabled e-mail program

28. Which of the following types of e-mail templates inform interested clients about an organization or business with stories, dates, contact information, and upcoming events?
   a. Newsletter  
   b. Letter  
   c. Event/Activity  
   d. Event/Speaker

29. Which of the following types of e-mail templates would be used to create a more personalized document to correspond with one or more people, including specific information on a single topic?
   a. Newsletter  
   b. Letter  
   c. Event/Speaker  
   d. Event/Activity
30. The Zoom box arrow is located on the ________ toolbar.
   a. Standard c. Objects
   b. Formatting d. E-mail

31. Publisher creates a new paragraph each time you press the ________ key.
   a. SHIFT c. CTRL
   b. INSERT d. ENTER

32. Pressing ________ creates a new line of text using single spacing.
   a. ENTER c. CTRL+ENTER
   b. SHIFT+ENTER d. INSERT+ENTER

33. A(n) ________ is a colored and underlined text or a graphic that you click to go to a file, a location in a
   file, a Web page, or an e-mail address.
   a. attachment c. hyperlink
   b. logo d. clip art

34. The ________ button on the Standard toolbar is used to create a hyperlink in an e-mail letter.
   a. Insert Hyperlink c. Add Hyperlink
   b. Hyperlink d. Create Hyperlink

35. In the Insert Hyperlink dialog box, when you enter an e-mail address in the Email address text box, Publisher
   automatically adds the ________ prefix.
   a. sendto: c. addresssto:
   b. emailto: d. mailto:

36. A ________ is a recognizable symbol that identifies a person, business, or organization.
   a. graphic c. logo
   b. signature d. sidebar

37. A logo displays a small wizard button with a picture of a wand when the logo is ________.
   a. clicked c. right-clicked
   b. double-clicked d. dragged

38. One of the ways to edit a graphic is to point to Picture on the ________ menu and then click Clip Art.
   a. File c. Edit
   b. View d. Insert

39. The Design Checker command is located on the ________ menu.
   a. File c. Tools
   b. Edit d. Format

40. A ________ is a list of interested people with e-mail addresses who want to receive news and information
   e-mails from an organization.
   a. logo c. discussion group
   b. listserv d. help group

41. The Send E-mail command is located on the ________ menu.
   a. File c. View
   b. Tools d. Format

42. If you want to send a page of another publication as an e-mail message, you may need to modify the page
   ________ to ensure that the message will display attractively for e-mail recipients.
   a. length only c. width and margins
43. The toolbar in the figure above shows a “paragraph” symbol (just to the left of the box showing “100%”). This paragraph symbol is the icon for the ____ button.
   a. Special Characters  
   b. Font  
   c. Alignment  
   d. Format

True/False
Indicate whether the statement is true or false.

44. Many brochures are published regularly on the Web.

45. Brochures frequently use a heavier stock of paper so they can stand better in a display rack.

46. Publisher can accept photographs and images from a variety of input sources.

47. A logo is a recognizable symbol that identifies a person, business, or organization.

48. Publisher’s logo styles are copyrighted.

49. Professional brochures are printed on a low grade of paper to maximize the numbers of brochures that can be printed.

50. Using color increases the cost and time it takes to process a publication.
51. Publisher supports three kinds of color printing and provides the tools commercial printing services need to print the color publication.

52. Digital printing does not require separate printing plates.

53. The Standard tab in the Color Schemes dialog box is used to create a custom color scheme.

54. All the objects in a publication, including those that are filled with non-scheme colors, change in color when you change the color scheme.

55. When a personal information component is changed, all matching components in the publication change as well.

56. A superscript is a character that is slightly lower than other text on a line.

57. Alignment determines the distance of the paragraph from either the left or right margins.

58. The Sign-up form displays check box choices and fields for comments, and blanks for up to four multiple-choice questions and a comment section.

59. The Order form displays fields for the description of items ordered as well as types of payment information.

60. The colors chosen for a custom color scheme appear on the Fill Color, Line Color, and Font Color button menus.

61. The All caps font effect formats selected lowercase text as capital letters and reduces their size.

62. Line spacing determines the amount of space above or below a paragraph.

63. With Distribute alignment, the last line of the paragraph is justified.

64. An orphan would be found at the top of a connected text box.

65. Publisher’s align or distribute commands are available through the Format menu.

66. Any Publisher publication can be sent as an attachment to an e-mail message.

67. If you use Microsoft Outlook 2003 or Microsoft Outlook Express version 5.0 or later as your e-mail program, you can use Publisher 2003 to create and send just a page of a publication as an e-mail letter or message.

68. An e-mail letter does not contain any hyperlinks.

69. Publisher’s e-mail letter templates are preformatted to the correct page size for an e-mail letter.

70. Sending a one-page publication by e-mail to a group of people is expensive.

71. When you send an entire publication as an e-mail attachment, the recipient must have Microsoft Publisher 2002 or Microsoft Office Publisher 2003 installed to view it.
72. The Special Characters button is located on the Formatting toolbar.

73. The Publication Design task pane is used to change the design of a logo.

74. The Picture command is located on the Edit menu.

75. The View menu is used to preview a publication.

76. The Send This Page as Message button can be found on the E-mail toolbar.

77. Before sending a page of another publication as an e-mail message, you may need to modify the width and margins of the publication.

78. You can modify the paper margins by clicking File on the menu bar and then clicking Properties.

79. The typical page size of an e-mail message is 5.8 by 11 inches.

80. You must use the Layout tab in the Page Setup dialog box to change the margins of a publication.