Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Bank

SKU: 9781305871205-TEST-BANK

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Name:_____ Class:_____ Date:_____

Module 2

1. A(n) ____, or pamphlet, usually is a high-quality publication with lots of color and graphics, created for advertising purposes.

a. newsletter b. flyer
c. outline d. brochure

ANSWER: d
POINTS: 1
REFERENCES: Introduction
PUB 49

2. The ____ medium intentionally is tactile.

a. newsletter b. flyer
c. brochure d. business card

ANSWER: c
POINTS: 1
REFERENCES: PUB 51
The Brochure Medium

3. ____ give a sense of realism to a publication and should be used to show people, places, or objects that are real.

a. Photos b. Drawings
c. Graphics d. Logos

ANSWER: a
POINTS: 1
REFERENCES: PUB 51
The Brochure Medium

4. The cost of producing a brochure is less prohibitive when the brochure is produced ____.

a. by an outside service b. in-house
c. in-service d. in small quantities

ANSWER: b
POINTS: 1
REFERENCES: PUB 51
The Brochure Medium

5. ____ size refers to the number of panels in a brochure.

a. Placeholder b. Template
c. Object d. Page

ANSWER: d
POINTS: 1
REFERENCES: PUB 52
Creating a Trifold Brochure

6. 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

ANSWER: a

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Module 2

POINTS: 1
REFERENCES: PUB 52
Creating a Trifold Brochure

7. The ____ form displays check box choices and fields for comments.
a. Order b. Default
c. Sign-up d. Response
ANSWER: d
POINTS: 1
REFERENCES: PUB 52
Creating a Trifold Brochure

8. 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
ANSWER: a
POINTS: 1
REFERENCES: PUB 52
Creating a Trifold Brochure

9. A(n) ____ consists of text that you type until you press the ENTER key.
a. effect b. style
c. master page d. paragraph
ANSWER: d
POINTS: 1
REFERENCES: PUB 59
Typing Paragraphs of Text

10. A(n) ____ marker is displayed to indicate the end of text in a text box.
a. paragraph b. space
c. end of field d. tab
ANSWER: c
POINTS: 1
REFERENCES: PUB 59
Typing Paragraphs of Text

11. Wordwrap allows you to type words in a text box continually without pressing the ____ key at the end of each line.
a. ENTER b. INSERT
c. TAB d. SHIFT
ANSWER: a
POINTS: 1
REFERENCES: PUB 59
Typing Paragraphs of Text

12. To paste text, you can press CTRL+____.

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Module 2

a. V b. C
c. X d. Insert

ANSWER: a
POINTS: 1
REFERENCES: PUB 56
Copying, Cutting, and Pasting

13. Click the ____ button to paste only the text and not the formatting into the destination location.
a. Keep Formatting Only b. Copy
c. Keep Text Only d. Draw Text Box

ANSWER: c
POINTS: 1
REFERENCES: PUB 58
Copying, Cutting, and Pasting

14. The ____ is the gray area that appears outside the publication page.
a. outside area b. scratch area
c. publication area d. scribble area

ANSWER: b
POINTS: 1
REFERENCES: PUB 61
Swapping Pictures

15. A ____ is a reduced-size version of a graphic image used to help recognize and organize pictures.
a. thumbnail b. small picture
c. thumb graphic d. reduced image

ANSWER: a
POINTS: 1
REFERENCES: PUB 82
Online Pictures

16. When you ____, all of the pictures are reduced to thumbnail size and are aligned in rows and columns.
a. minimize thumbnails b. delete thumbnails
c. arrange thumbnails d. align thumbnails

ANSWER: c
POINTS: 1
REFERENCES: PUB 82
Online Pictures

17. A ____ is a small line, flourish, or embellishment that crosses the strokes of letters in some fonts.
a. swash b. glyph
c. serif d. sans serif

ANSWER: c
POINTS: 1

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Module 2

REFERENCES: PUB 77
Stylistic Sets

18. A ____ is an exaggerated serif or glyph that typically runs into the space above or below the next letter.
a. swash b. toggle
c. ligature d. shadow
ANSWER: a
POINTS: 1
REFERENCES: PUB 78
Stylistic Sets

19. A ____ is a special stroke that appears in text that is not part of the normal font set.
a. swash b. glyph
c. serif d. shadow
ANSWER: b
POINTS: 1
REFERENCES: PUB 77
Stylistic Sets

20. ____ refers to specialized effects and fonts.
a. Typography b. Engraving
c. Outlining d. Glyphography
ANSWER: a
POINTS: 1
REFERENCES: PUB 78
Stylistic Sets

21. On a typical Publisher installation, only a few font families contain complete ____.
a. superscripts b. stylistic sets
c. glyphs d. typographical sets
ANSWER: b
POINTS: 1
REFERENCES: PUB 78
Stylistic Sets

22. Besides its regular display, almost every font has ____ common stylistic sets.
a. one b. two
c. three d. four
ANSWER: c
POINTS: 1
REFERENCES: PUB 77
Stylistic Sets

23. Grades of paper are based on ____.
a. color b. weight

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

c. coating d. glossiness

ANSWER: b

POINTS: 1

REFERENCES: PUB 93
Printing Considerations

24. When printing colors, desktop printers commonly use a color scheme called ____.

a. digital printing b. RGB

c. CMYK processing d. digital color printing

ANSWER: b

POINTS: 1

REFERENCES: PUB 94
Printing Considerations

25. In ____ printing, the printer uses only one color of ink.

a. scalar b. black-and-white

c. process-color d. digital

ANSWER: b

POINTS: 1

REFERENCES: PUB 94
Printing Considerations

26. ____ printing uses semi-transparent, premixed inks typically chosen from standard color-matching guides, such as Pantone.

a. Process-color b. Black-and-white

c. Spot-color d. Digital

ANSWER: c

POINTS: 1

REFERENCES: PUB 94
Printing Considerations

27. ____ printing means your publication can include color photographs and any color or combination of colors.

a. Spot-color b. Digital

c. Process-color d. Black-and-white

ANSWER: c

POINTS: 1

REFERENCES: PUB 94
Printing Considerations

28. One of the process-color libraries, called CMYK, or ____ printing, is named for the semi-transparent process inks – cyan, magenta, yellow, and black.

a. black-and-white b. four-color

c. spot-color d. digital

ANSWER: b

POINTS: 1

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

REFERENCES: PUB 94
Printing Considerations

29. 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 b. Compression
c. Readme d. Pack and Go

ANSWER: d
POINTS: 1
REFERENCES: PUB 95
Packing the Publication for the Printing Service

30. Brochures are produced for short-term readership on paper that soon will be thrown away or recycled.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: PUB 49
Introduction

31. Brochures frequently use a heavier stock of paper so they can stand up better to touching, being carried around, being passed from person to person, and being looked at frequently.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: PUB 51
The Brochure Medium

32. Typically, brochures use very little color and include drawings or graphic images instead of actual photographs.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: PUB 51
The Brochure Medium

33. Cost is more prohibitive when the brochure is produced in-house using desktop publishing rather than by an outside service.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: PUB 51
The Brochure Medium

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

34. Page size refers to the number of panels in the brochure.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: PUB 52
Creating a Trifold Brochure

35. When the insertion point reaches the right margin of a text box, Publisher automatically positions the insertion point at the end of the next line.
    a. True
    b. False

ANSWER: False
POINTS: 1
REFERENCES: PUB 56
Copying, Cutting, and Pasting

36. Copying is the process of placing items on the Office Clipboard, leaving the item in the publication.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: PUB 54
Copying, Cutting, and Pasting

37. The Office Clipboard is a temporary storage area for text or objects copied or cut from a publication.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: PUB 56
Copying, Cutting, and Pasting

38. The Keep Source Formatting option pastes the copied content as is without any formatting changes.
    a. True
    b. False

ANSWER: True
POINTS: 1
REFERENCES: PUB 58
Copying, Cutting, and Pasting

39. When you insert a single picture, you can drag it to the scratch area.
    a. True
    b. False

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Module 2

ANSWER: True
POINTS: 1
REFERENCES: PUB 61
Swapping Pictures

40. When you insert multiple pictures at one time, Publisher arranges the thumbnails or puts them in a column in the scratch area, instead of on top of one another on your page.
a. True
b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 61
Swapping Pictures

41. A caption may identify people, places, and objects occurring in a graphic, but not actions.
a. True
b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 83
Captions

42. Publisher can check the entire publication once you have finished editing it.
a. True
b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 88
Checking the Publication

43. Publisher checks your work for grammatical errors.
a. True
b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 88
Checking the Publication

44. Professional brochures are printed on a low grade of paper and print on one side of the paper.
a. True
b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 93
Printing Considerations

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Module 2

45. In Publisher, you may apply up to 15 spot colors with the Pantone color matching system.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 94
Printing Considerations

46. Printing services use spot colors of metallic or florescent inks, as well as screen tints, to get color variations without increasing the number of color separations and cost.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 94
Printing Considerations

47. Using color increases the cost and time it takes to process a publication.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 94
Printing Considerations

48. Digital printing requires separate printing plates.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 94
Printing Considerations

49. Publisher supports three kinds of color printing and provides the tools commercial printing services need to print the color publication.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 94
Printing Considerations

50. A publication file can be packaged for the printing service in two ways.
    a. True

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

b. False

ANSWER: True
POINTS: 1
REFERENCES: PUB 95
Packing the Publication for the Printing Service

51. _____ options include no format at all, Order form, Response form, and Sign-up form.
ANSWER: Form
POINTS: 1
REFERENCES: PUB 52
Creating a Trifold Brochure

52. _____ allows you to type words in a text box continually without pressing the enter key at the end of each line.
ANSWER: Wordwrap
POINTS: 1
REFERENCES: PUB 59
Typing Paragraphs of Text

53. _____ is the process of placing an item on the Office Clipboard, leaving the item in the publication.
ANSWER: Copying
POINTS: 1
REFERENCES: PUB 56
Copying, Cutting, and Pasting

54. The _____ option changes the formatting so that it matches the text around it.
ANSWER: Merge Formatting
POINTS: 1
REFERENCES: PUB 58
Copying, Cutting, and Pasting

55. _____ pictures are taller than they are wide.
ANSWER: Portrait
POINTS: 1
REFERENCES: PUB 62
Swapping Pictures

56. If a graphic or photo does not have a caption, you can add one using the Caption _____.
ANSWER: gallery
POINTS: 1
REFERENCES: PUB 83
Captions

57. A(n) _____ is explanatory or identification text or a title that accompanies a graphic, figure, or photo.
ANSWER: caption

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Module 2

POINTS: 1
REFERENCES: PUB 83
Captions

58. When they need mass quantities of publications, businesses generally _____, or submit their publications to an outside printer, for duplicating.
ANSWER: outsource
POINTS: 1
REFERENCES: PUB 92
Printing Considerations

59. If you start a publication from scratch, it is best to _____ the publication for the type of printing you want before you place the objects on the page.
ANSWER: set up
POINTS: 1
REFERENCES: PUB 93
Printing Considerations

60. A(n) _____ paper is a coated paper, produced using a heat process with clay and titanium.
ANSWER: glossy
POINTS: 1
REFERENCES: PUB 93
Printing Considerations

61. _____ paper, with its mild texture or grain, can support high-quality graphics without the shine and slick feel of glossy paper.
ANSWER: Linen
POINTS: 1
REFERENCES: PUB 93
Printing Considerations

62. _____ paper is coated and then skimmed and smoothed to create the pages used in a textbook.
ANSWER: Blade-coated
POINTS: 1
REFERENCES: PUB 93
Printing Considerations

63. Professional printers print publications using color scheme processes, or _____.
ANSWER: libraries
POINTS: 1
REFERENCES: PUB 94
Printing Considerations

64. In spot-color printing, if you choose black plus one spot color in a publication, Publisher converts all colors except for _____ to tints of the selected spot color.
ANSWER: black

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Module 2

POINTS: 1
REFERENCES: PUB 94
Printing Considerations

65. A(n) _____ color is used to accent a black-and-white publication.
ANSWER: spot
POINTS: 1
REFERENCES: PUB 94
Printing Considerations

66. With the Design Checker, you cannot choose to ignore a design problem.

_____
ANSWER: False - can
POINTS: 1
REFERENCES: PUB 88
Checking the Publication

67. If you start a publication from scratch, it is best to set up the publication for the type of printing you want before you place objects on the page.

_____
ANSWER: True
POINTS: 1
REFERENCES: PUB 93
Printing Considerations

68. Desktop printers commonly use 20 lb. bond paper, which means they use a lightweight paper intended for writing and printing.

_____
ANSWER: True
POINTS: 1
REFERENCES: PUB 93
Printing Considerations

69. Explain the four benefits and advantages of using the brochure medium.
ANSWER: 1. EXPOSURE: An attention getter in displays; a take-along document encouraging second looks; a long-lasting publication due to paper and content; an easily distributed publication — mass mailings, advertising sites.
2. INFORMATION: An in-depth look at a product or service; an opportunity to inform in a nonrestrictive environment; an opportunity for focused feedback using forms.
3. AUDIENCE: Interested clientele and potential customers.
4. COMMUNICATION: An effective medium to highlight products and services; a source of free information to build credibility; an easier method to disseminate information than a magazine.
POINTS: 1
REFERENCES: PUB 51

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

The Brochure Medium

TOPICS: Critical Thinking

Critical Thinking Questions
Case 2-1

As the administrative assistant to the marketing director of a medium-sized technology provider, one of your tasks is to chair marketing staff meetings when the marketing director is out of town. You are chairing today's meeting; which is a first meeting to discuss an advertising brochure for a new technology product.

70. On which activity should you focus today's meeting? ____

a. Selecting a Publisher template	c. Brainstorming ideas for the brochure
b. Getting comparative bids from commercial printers	d. Pick out watermarks and logos

ANSWER: C

POINTS: 1

REFERENCES: PUB 51
The Brochure Medium

TOPICS: Critical Thinking

71. Which of the following steps should occur before you begin producing the brochure? ____

a. Decide on the brochure's purpose and audience	c. Create a timeline of effectiveness for the brochure
b. Determine the brochure's shelf life	d. Draw a storyboard and get it approved

ANSWER: D

POINTS: 1

REFERENCES: PUB 51
The Brochure Medium

TOPICS: Critical Thinking

Critical Thinking Questions
Case 2-2

The director of your favorite local charity asks you to help create a new informational brochure to be printed by a commercial printing service. Because you are starting this brochure from scratch, you need to consider printing considerations before you begin.

72. Which of the following grades of paper is LEAST likely to be used for printing a professional-looking brochure? ____

a. Glossy paper	c. Blade-coated paper
b. Linen paper	d. 20 lb. bond paper

ANSWER: D

POINTS: 1

REFERENCES: Printing Considerations
PUB 93

TOPICS: Critical Thinking

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba

Module 2

73. Because of budget considerations, the director asks you to recommend the least costly color choice for printing the brochure. You recommend ____.

a. process-color printing	c. black-and-white printing
b. digital printing	d. spot-color printing

ANSWER: C
POINTS: 1
REFERENCES: PUB 94
Printing Considerations
TOPICS: Critical Thinking

74. _____ is a special stroke that appears in text that is not part of the normal font set
a. glyph
b. stylistic set
c. serif
d. sans serif

ANSWER: a
POINTS: 1
REFERENCES: PUB 77
Stylistic Sets

75. A small line, flourish, or embellishment that crosses the strokes of letters in some fonts is
a. glyph
b. stylistic sets
c. serif
d. sans serif

ANSWER: a
POINTS: 1
REFERENCES: PUB 77-78
Stylistic Sets

Copyright Cengage Learning. Powered by Cognero.

Shelly Cashman Series Microsoft Office 365 and Publisher 2016 Comprehensive Loose leaf Version 1st edition Starks Test Ba