

Marketing Help Contents

The Contents lists Help topics available for Marketing. Use the scroll bar to see entries not currently visible in the Help window.

To learn how to use Help, press F1 or choose Using Help from the Help menu percentile

Selecting Chapters and Sections

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Selecting Chapters and Sections



To select a chapter or section double click with the mouse or use the up and down arrow keys to highlight the topic and then press the ENTER key. This brings up the Problems window.

Viewing Problems

Click the part of the Problems window that you want to know more about.

Section 1.1 Introduction

Example Worked Details Calculator Print Score Help Exit

example worked details calculator 100% Exit **Total Problems 4**

Instructions
Provide your best definition for the term "marketing". Then go through this section to see how you would change this definition.

PROBLEM 2
An insurance company marketing manager is now engrossed in a lengthy process of setting objectives and deciding how these objectives can be reached. The manager is involved in:

A. Controlling C. Forecasting
B. Planning D. Scheduling

A B C D PgUp-Previous PgDn-Next

Select **A**, **B**, **C** or **D** as your choice for the answer to the problem. A right or wrong response will then appear.

Select PageUp to view the previous problem and PageDown to see the next problem.

This is the display area for all problems.

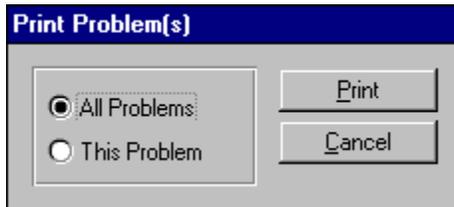
Instructions for all problems of this type.

The Example window displays an example problem similar to the current one you are viewing in the Problems window.

The Worked window displays the current problem worked out step-by-step.

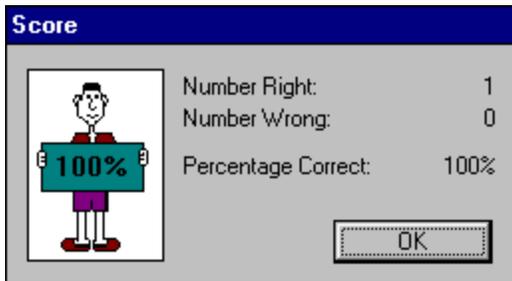
The Details window describes in depth the material needed to successfully complete the problem.

Printing Problems



Clicking this option allows you to print **one** or **all** of the problems in this section.

Your Score



A dialog box titled "Score" with a blue header. On the left is a cartoon character holding a sign that says "100%". To the right of the character, the following statistics are listed:

Number Right:	1
Number Wrong:	0
Percentage Correct:	100%

At the bottom right of the dialog box is an "OK" button.

Clicking on this option will display the number of correct and incorrect answers that you have chosen in this section. If you answered a problem incorrectly and went back and changed it to the correct answer, it would no longer be counted as incorrect. Your score is not available in a review section.

Closes the window.

The Resume Feature

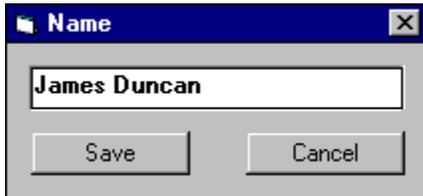
By clicking this option the program will automatically return you to the chapter, section and problem that you were working on before you last exited the program. All your previous answers for that section are also restored.

Playing Sounds

To play the sounds that come with this program, you'll need to click over the **Sound** option located on the main menu bar. You can either enable or disable the programs ability to play sounds by clicking over the appropriate command. The current option selected will have a check mark in front of it and the settings are automatically saved when they are changed. To properly hear the sound (.WAV) files you'll need to have a sound driver installed as well as a sound card that gives you sound capabilities. Consult your Windows or sound card documentation for further assistance.

Many thanks to **Jim Faircloth** for the use of his voices and music. Also, many thanks to **Beachware** for letting us use some of the sounds from their Shareware Breakthrough Sound Works Collection in this program.

Entering Your Name



Clicking this option allows you to enter and save your name. When you send problems to the printer the name saved here will be displayed at the top of the printout.

Review Sections

Reviews are a compilation of all the sections in the chapter. No examples, worked, or details text can be displayed in a review section; however, your score and right or wrong responses are available.

