

Telecommunications Skills: Choosing Appropriate Software

Handout #1 - SAMPLE ANSWERS



Research an example of one of the following types of software:

- **Productivity software** (word processing, presentation, spreadsheet, database, finance/tax, personal information management [PIM] [e.g., notes, calendar, address books])
- **Business software** (includes productivity software as well as finance/accounting, project management, blogging/website management, customer relationship management [CRM], backup/retrieval, e-commerce, email marketing, security, Voice over IP [VoIP])
- **Multimedia software** (image editing, video editing, audio recording and editing, gaming)

(Specific examples to research include QuickBooks, Microsoft [MS] Word, Google Sheets, osCommerce, Adobe Photoshop, MS PowerPoint, MailChimp, Skype for Business, GNU Image Manipulation Program [GIMP], McAfee Endpoint Protection Essential for SMB, and WordPress.)

Who makes the software? Microsoft

What type of software is it? (Check all that apply.) Open Source Proprietary SaaS

Describe the purpose of this piece of software:

Microsoft Word is a graphical word processing program. Users can type and save documents. Word is similar to other word processing software. Word includes helpful tools to make documents.

When might someone use this software at home or at work?

People use Word every day at home, at school, and at work. Word can be used to write a letter to someone or to write a research paper for an English class. Word can also be used to write a letter when applying for a job or to craft a press release for a business.

What other software options may accomplish similar tasks?

An alternative to Microsoft Word is Google Docs. Google Docs is a free web-based application in which documents can be created, edited, and stored online. Files can be accessed from any computer with an Internet connection and a full-featured web browser. Plus, Google Docs is compatible with most presentation software and word processor applications.

If your group can demonstrate the use of this software to the rest of the class, prepare to demonstrate it briefly.

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Handout #2 - SAMPLE ANSWERS



What type of software application would be appropriate for each of the following job scenarios? Explain your answers.

11. Your boss is creating her office budget for the upcoming fiscal year. The budget must include anticipated profits, expenses, salaries, supplies, rent, utilities, etc.

I would use a spreadsheet program such as Excel to create an office budget. Excel allows the user to create calculations and track expenses and profits in an organized fashion.

12. A small business owner wishes to engage his audience ahead of a major product debut. He has email contact information for hundreds of people who he'd like to get in touch with in a professional, engaging marketing campaign.

I would use an email marketing program such as ConstantContact or MailChimp to create an email marketing campaign. These programs allow a business to brand a campaign, track analytics, and share the campaign across social networks.

13. A new gym opened locally. The owner wants to use direct mail to send postcards with an introductory special for people who live in a 10-mile radius of the facility. The postcards need to include a design with the company logo, images, and concise text to explain the introductory special.

I would use a design program such as Adobe InDesign to create an appealing postcard. InDesign allows the user to integrate and apply styles to various elements such as logos, photographs, and text.

14. The coach of a local lacrosse team needs to record player statistics, game performances, injury reports, and more for each season of play. She needs this information to be accessible in a variety of formats, and she will want to create queries to pull just the information she needs at any given time.

A database program such as Access would be a good option for this coach. Access would allow the coach to log a variety of data types and query the database to create reports.

15. A researcher at a local university is working on a paper with a team of colleagues from across the globe. Different team members are responsible for different aspects of the research paper, and all team members need access to the paper at any time.

A cloud-based word processing application would be the best thing to use in this situation, so that the document could be shared and then updated by any team member at any time. An example of this is Google Docs.

16. A division manager at a large insurance company needs to have a meeting with his entire team. They are spread out among five regional offices.

Web conferencing or virtual meeting software would be appropriate in this circumstance. Examples are Skype for Business and GoTo Meeting.

17. A boat repair shop at a popular local lake wants to create a website to attract customers and communicate hours, services, and directions.

A website/content management application such as WordPress would allow the business owner to create and update a website for his boat shop.

18. The owner of a bookstore wants to expand into online sales through their website. The sales portal needs to be secure and able to accept all major credit cards.

A service such as PayPal would allow this bookstore to accept credit card payments online through the website.

19. The contracted photographer for a popular nature magazine just completed an expedition during which she photographed nesting falcons in an urban area. Now the photographs need to be edited for use in the printed magazine and online.

A software application such as Adobe PhotoShop would allow this photographer to optimize the appearance of images for both print and online applications.

20. You are employed at a local pet store specializing in exotic fish. The store receives shipments of fish from around the world that are temperature-sensitive. The owner uses spreadsheets and databases to record and track shipments. He needs to ensure that his data will be secure and available in case the Internet goes down or in case the hard drive on his computer crashes.

The owner needs to find a software solution that involves backup and retrieval of data.