

以下は、アビリンピックおおさか 2025 における競技課題の様子を知る
ために参考として公開するものです。

実際の課題ではありませんのでご注意ください。

ワード・プロセッサ競技参考課題（英文）

JEED Regional Abilympics

English Word Processing Test 3

- Microsoft Word で2 ページの文書を30分で作成します。
- 例文の番号は、次ページの指示書と対応しています。
- 作成した文書は、**Test 3** というファイル名でハードディスクに保存して下さい。

Good Luck!

Microsoft Word を起動し、用紙サイズ: A4、マージン:標準に設定。

- 1 このページ罫線を引く。色 : 青、太さ : 3 ポイント。
- 2 これをヘッダーに挿入する。塗りつぶしの色 : 青。文字のフォント : **Gill Sans MT**、フォントサイズ : 40。
- 3 副題のフォント : **Gill Sans MT**、サイズ : 16、太字、文字の色 : 青。
- 4 ドロップキャップのフォントサイズ : 64、文字の色 : 青。
- 5 本文のフォント : **Gill Sans MT**、フォントサイズ : 11、行間 : 1、両端揃え。
- 6 小見出しのフォント : **Gill Sans MT**、フォントサイズ : 16、文字の色 : 青。
- 7 このデータを使って、3D 分割円のグラフを挿入。

グラフのフォント : **Gill Sans MT**

タイトルのフォントサイズ : 14、その他のフォントサイズ : 10

枠の色 : 青

Online の部分が正面になること。

	A	B
1		Sales by Location
2	Small Shop	23
3	Large Shop	40
4	Online	15
5	Catalogue	5
6	Markets	8
7	Other	9
8		

- 8 フッターにページ番号を挿入。フォント : **Gill Sans MT**、フォントサイズ : 10。
- 9 脚注を挿入。脚注のフォント : **Gill Sans MT**、フォントサイズ : 10。
- 10 著作権マーク©を入れる。
- 11 Smart Art (スマートアート) グラフィックスを挿入。フォント : **Gill Sans MT**、フォントサイズ : 10、
枠の色 : 青。

Marketing Department Report

1

2

3

New Approaches for the 21st Century

4

The 21st Century has seen the advent of a new economy, thanks to technological innovation and development. To understand this new economy, it is important to understand in brief, characteristics and features of the old economy. The Industrial

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Revolution was the start point of the old economy with a focus on producing massive quantities of standardized products. This mass production was important for cost reduction and satisfying a large consumer base.

6

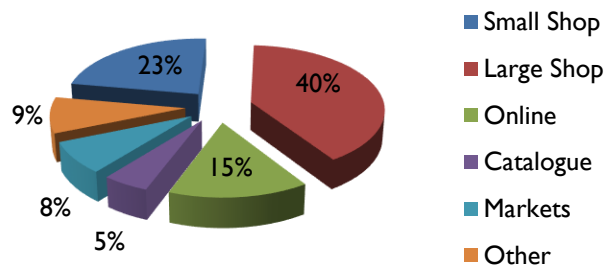
Digital Economy

In contrast, the new so called *Digital Economy* has seen the rise of consumer power. Consumers have access to all types of information for products and services. Furthermore, standardization has been replaced by more customization with a dramatic increase in terms of the range of products offered. Purchase experience has also changed as well with the introduction of online shopping, which can be done anytime, with products getting delivered to the office or home.

It's no surprise that traditional outbound marketing methods are becoming less effective. Society is tired of being marketed to and people are better at blocking such things as email (via spam filters) and cold calls (via caller ID). Professional services firms cannot count on push techniques if they want to survive. They must instead turn to inbound marketing tactics and pull clients to them.

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Sales by Location



Firms need to take advantage of the modern way in which people communicate and shop and that means being online where increasingly people search for information and services. However, it's more than simply having a website. You must have compelling content that you share and get people talking about. Content should be interactive with the consumer.

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Marketing Department Report

Multimedia Approaches

One type of content that more firms are using is online video. It's a great way to communicate what you offer, as well as what it's like to work with you. But if you don't do it well, it can have a detrimental effect. A word of warning though; a poorly crafted video can actually reduce your perceived value and leadership status, putting downward pressure on profits and deal-flow¹. Companies must make sure that they're producing valuable video that gets people talking for the right reasons.

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Equally important as creating remarkable content is determining your target market. When you have a specialty and a defined target market, you have a unique niche - a position in the marketplace that allows you to become the go-to expert.

IT Approaches

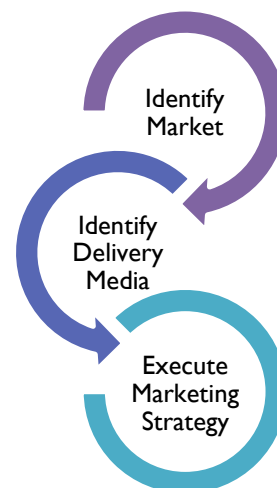
10

Your engagement with prospects and clients can also be improved via cloud computing services such as **Google Apps**®. By employing such technology, firms can spend less attention on IT and more attention on their clients and growing the firm. Such applications allow firms to engage with the broader community using next-generation sales and marketing techniques that aren't possible using traditional on-premise applications.

It should be remembered that the days of the PC as the platform to view online content are likely on the way out. Smaller devices such as smartphones and tablets are fast taking over. Content should also be geared towards these types of platforms. Having identified the target market, the next step should be to identify the associated delivery media. The two have become completely interlinked in recent times.

Not all of these new techniques and technologies are for everyone or every firm. Each has its pros and cons, and your clients and prospects may respond better to certain tactics over others. It is certain, though, that firms must innovate and try new tactics if they want to survive.

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¹ According to research by Janus Media Group, published in Business Monthly, July 2013.