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Appendix A Application Exercises

Page 542 in E-Book

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Directions: Place commas and other punctuation marks throughout these passages wherever needed and name the rule.

Example: To develop supply chain software and services Microsoft partnered with Infosys.

Answer: To develop supply chain software and services, Microsoft partnered with Infosys.

(C7)

Comma Exercises

1. Bill Gates and Paul Allen, who were childhood friends, founded Microsoft in 1975. Bill met Steve Ballmer (who would later become the CEO of Microsoft) at Stanford.
2. Bill Gates met the man who would later become the CEO of Microsoft at Stanford.
3. The two technology companies that consistently have the most brand value are: Microsoft and Google.
4. In fact, they consistently showed high profits during the recent recession.
5. Microsoft and Google, the two companies that consistently have the most brand value, showed high profits during the recession.
6. ~~Hiring To hire~~ Qi Lu as the new president of the Online Services Division was a masterful move by Microsoft.
7. Microsoft enjoys almost limitless advantages in terms of research and development budgets.
8. Steve Balmer~~s~~ took a smooth methodical approach to developing the five-year strategy.
9. Microsoft, from my perspective, gained its market dominance through anti-competitive practices.
10. Microsoft Word~~'s if you're looking for~~ maximum functionality in ~~your~~ word processing far outperforms Google Docs.

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11. Microsoft Word far outperforms Google Docs, if you're looking for maximum functionality in your word processing.
12. Steve Ballmer, CEO from 2000 to 2014, was a college classmate of Bill Gates.
13. MS-DOS is an operating system developed initially for IBM personal computers and became Microsoft's first major success.
14. As a result, Bill Gates moved the headquarters to Washington.
15. Bill Gates gave up the CEO position in 2000, but he remained active at Microsoft by taking a position as chief software architect.
16. In the early years of Microsoft, Bill Gates spent most of his time conducting business but also stayed involved in programming.
17. Microsoft's product categories include: operating systems, server applications, information worker productivity applications, business solution applications, high-performance computing applications, and software development tools.
18. In 2008 Microsoft acquired Calista Technologies, Kidaro Rapt, Fast Search & Transfer, Navic Networks, and DATAlegro.
19. Most people who know Bill say that he is a stubborn, determined executive.
20. After Bill moved to management roles, he still read and approved most of the code developed for MS-DOS.
21. Under the new set of human resources guidelines, all Microsoft employees must declare whether or not they are smokers.
22. Prior to joining the Microsoft team in 2009, Dr. Lu had worked at Yahoo! for 10 years.
23. By acquiring competitor companies Microsoft gained their new customer's new technology and new ideas.
24. It is often that Microsoft acquires competitor companies.
25. In July, Bill Gates said that he would no longer focus on the day-to-day business activities at Microsoft.
26. In 1980 IBM agreed to let Microsoft develop an operating system for one of its lines of personal computers.

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27. IBM agreed to let Microsoft, starting in 1980, develop an operating system for one of its lines of personal computers.
28. The new Microsoft Office Suite will go on sale in July.
29. The new Microsoft Office Suite will go on sale in ~~July~~ July 2012.
30. The new Microsoft Office Suite will go on sale on July 15, 2012.
31. If you purchase the new Microsoft Office Suite between July 15, 2012 and January 15, 2013 you will receive a \$100 rebate.
32. Microsoft employs more than 89,000 employees.
33. The ED division develops and produces products such as the Xbox 360, third-party games, and the Zune digital music and entertainment platform.
34. Steve Ballmer recently resigned as CEO of Microsoft. He is now the owner of the Los Angeles Clippers.

Semicolon, Colon, and Comma Exercises

35. Microsoft faces two major threats: piracy and patent lawsuits.
36. Bill Gates focuses on product development and strategy; Satya Nadella focuses on operations.
37. Bill Gates focuses on product development and strategy, on the other hand Satya Nadella focuses on operations.
38. Microsoft's American offices are in: Redmond Washington, New York City, San Francisco, Birmingham Alabama, and Phoenix Arizona.
39. Cloud computing involves three possible platforms: software-as-a-service (SaaS), platform-as-a-service (PaaS), and infrastructure-as-a-service (IaaS).

Dash and Hyphen Exercises

40. Microsoft Office, the leading business software for over two decades, takes a research-based approach to identifying new markets.

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41. Microsoft's spreadsheet software Excel is preferred by engineers, economists, and statisticians due to the well-known statistical functions.
42. Microsoft's strategy will likely produce positive results over the long-term.
43. Managers say the break-even point is around \$50 million.
44. In the short-run Microsoft would like to increase its market share in the search engine market.
45. Microsoft has a short-run goal to increase its market share in the search engine market.
46. Microsoft's investment-based approach to research and development ensures that it produces highly-applied results.
47. Because Microsoft has adopted an approach to R&D, ~~that~~ that is investment-based, it tends to produce results that are highly applied.

Directions: For each set of choices below (separated by slashes), choose the correct answer by **bolding** and **changing the text color** and name the rule.

Example: Microsoft has a presence in over one hundred/**100** countries.

Answer: 100. (N2)

Italics and Quotation Mark Exercises

48. The recent story about Microsoft in *The Wall Street Journal* / "The Wall Street Journal" was called Microsoft's Gamble on Cloud Computing / "**Microsoft's Gamble on Cloud Computing.**"
49. Bill Gates said that he'd like to see the phrase to go *bing it* / "**go bing it**" replace the phrase *go google it* / "**go google it.**"
50. His speech at the luncheon, titled *The Road to the Future* / "**The Road to the Future,**" laid out his vision for cloud computing over the next decade.

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Number Exercises

- 51. In 2013, **3** / three Microsoft business divisions will be combined.
- 52. Revenues for the last fiscal year were \$62,484 million / **\$62,484,000,000**.
- 53. Revenues rose 28 percent / **28%** over the past year.
- 54. Microsoft employs over 89 thousand / **89,000** employees.
- 55. Microsoft has **five** / 5 business divisions.
- 56. 5 / **five** Microsoft divisions make up the Microsoft corporation.
- 57. Microsoft lost money in **3** / three of the **17** / seventeen product groups.
- 58. Microsoft's largest division, Microsoft Business, accounts for approximately **31%** / 31 percent of its revenues.
- 59. In the search engine market, Google holds **63%** / 63 percent of the market share, compared to just **13%** / 13 percent for Microsoft.
- 60. Microsoft was fined \$388 million / **388 million** dollars for infringing on Uniloc's anti-piracy software.
- 61. The Washington home of Bill Gates is valued at approximately \$125 million / **\$125,000,000**, resulting in annual property taxes of roughly \$990 thousand / \$990,000.

Grammar Exercises

- 62. Microsoft joined with Accenture to create Avanade, an IT consultancy. **They** / It **specialize** / s in connecting to consumers through online platforms such as social networks.
- 63. Neither Yahoo! nor Microsoft has / **have** increased its / **their** market share in the search engine market for the past five years.
- 64. Microsoft **hold** / s its / **their** annual shareholders meeting at the corporate headquarters.
- 65. Every new Microsoft employee should provide copies of his/her / **their** Social Security cards at the orientation.

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66. The manual about computer programming tips are / **is** on reserve at the corporate reading room.
67. Microsoft and its competitors in the technology industry is / **are** constantly changing.

Misspelled Words Exercises

68. Many of Google's HR policies are aimed at **eliciting** / illiciting honest feedback.
69. The **advice** / advise on Microsoft's Help menu is not helpful.
70. All employees should **ensure** / insure that their LinkedIn pages do not contain any content contrary to the Code of Conduct.
71. This decision affects / **effects** every aspect of our marketing strategy.
72. Their next step is to identify how to raise enough **capital** / capitol for the venture.
73. She told me that the two products contain **complementary** / complimentary features.
74. This search engine is much more reliable **than** / then Google's.

Capitalization Exercises

75. Sundar Pichai, **CEO** / ceo of Google, says that Google is ahead of its competitors in the race to develop artificial intelligence capabilities.
76. We just hired her for a Senior Developer / **senior developer** position.
77. Google's headquarters are located in **Silicon Valley** / silicon valley.
78. The headquarters are located just West / **west** of Sunnyvale.
79. Please contact Eileen Chao, **Communications Lead** / communications lead, for additional press inquires.
80. Ms. Chao explained, "We / **we** will invest more than \$50 million this year to research and develop artificial intelligence."