

## DID YOU KNOW **BLOOMBERG** IS USED IN

- **Earth Sciences**

View oil refineries and oil and gas pipelines

Analyze the upstream, midstream and downstream supply chain

*Explore* using the <OIL> and <BMAP> functions

- **Environmental Risks**

Seismic activity and tectonic risk, earthquakes, hurricanes and more

*Explore* using the <MAPS> function

- **Real Estate**

Find information on global real estate statistics, real estate financing, property derivatives, real estate and mortgage news and more

*Explore* using the <RE> function

- **Retailing**

Retail store locations for companies like Macy's can be viewed on the map

*Explore* and view using the <MAPS> function

- **Supply Chain analysis**

Find supply chain data for companies across the globe

*Explore* using the <SPLC> function

*Explore* more and get your **Bloomberg Market Concepts (BMC) Certificate** (free of cost)  
in the Bloomberg Labs in Johnson Hall 211

## Bloomberg Terminal: Frequently Asked Questions

### 1. What do the colors on the Bloomberg keyboard stand for?

- The market sectors are colored **yellow**, the Cancel and Log-in keys are colored **red**, and the common "Go" keys (i.e., Enter) are colored **green**.

### 2. How do I navigate to a new security or stock?

- Press the **Search** key on the keyboard and type in the security or stock you would like to navigate to.

### 3. How can I navigate to the previous screen?

- Press the **Menu** key on the keyboard to go back.

### 4. How to navigate to home screen?

- -Use the <**MAIN**> function to go to the Bloomberg home screen.

### 5. How can I switch between the Bloomberg panels?

- Press the **Panel** key on the keyboard to switch between the four panels.

### 6. How can I get customer support?

- Use the <**Help**> function.

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We would like to expand the above list. We greatly appreciate your help. Thank you!

**College of Business**

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