This is a Word 97 document, with one attached program, called Beep. (In previous versions of Word you could only attach programs to templates. But starting with Word 97, programs can be attached to documents, too.)

To make Beep work, click on the Toolbar button marked Beep, which should appear on the far right of your Standard Toolbar.

To see Beep, click on Tools, Macro, Visual Basic Editor. Click on Project (PCC Sample Document), then Modules, then double-click on BeepYerHeadOff.