



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**Department of Library and Information Science**  
**2024 1 EXAMINATION**

**Course Title, (Introduction to Application Packages)**  
**Course Code: LIS 326**

**Time Allowed: 2 HOURS 15 MINUTES**

**Instruction:**

- 1. Please carefully read and take note of the instruction below:**
- 2. Answer question one (1) and any other two (2) questions – three questions in all.**
- 3. Question one (1) is compulsory and carries 30 marks while the other questions carry 20 marks each.**
- 4. Present all your points in a coherent and orderly manner.**

**TIME ALLOWED: 2 Hours 15 Minutes**

**QUESTIONS**

- 1. (a) Ownership of software application is determine by license list five of such licenses you know and explain two? (20marks)**  
**(b) Where is orientation located in Word Environment? How can you change the orientation of your document? (10marks)**
- 2 (a) what is Thesaurus? Where is it located in Word Environment? (5marks)**  
**(b) Write short notes on the following? (15marks)**
  - I. Public Domain Software**
  - II. Freeware Software**
  - III. Shareware Software**
- 3(a) explain the process of Running a slide show? (10marks)**  
**(b) Explain How to insert an online picture into your slide? (10marks)**
- 4.(a) List five Common Excel functions used in the office? (10marks)**  
**(b) What is Develop in Microsoft excel? (10marks)**
- 5 (a) Describe industry specialization for graphic design? (10marks)**  
**(b) Highlight five tools use in Adobe Photoshop? (10marks)**

## **QUESTION 2**

- 2a. Discuss the three major components of decision-making in an organization as applicable to marketing research (9 Marks).
- 2b. Highlight six (6) processes involved in decision-making for an organization of your choice (6 Marks).

## **QUESTION 3**

Explain the following model as applicable to marketing research:

- |                                      |            |
|--------------------------------------|------------|
| a. Points Decision-Making Model      | ( 5 Marks) |
| b. Traditional Decision-Making Model | ( 5 Marks) |
| c. Model of Rationality with Bounds  | (5 Marks)  |

## **QUESTION 4**

- 4a. What exactly is a postal survey in marketing research? (3 Marks)
- 4b. Discuss two (2) major reasons for the usage of postal questionnaires in marketing research (6 Marks).
- 4c. Explain two (2) major disadvantages of a postal questionnaire in marketing (6 marks)

## **QUESTION 5.**

- 5a. What is the research objective? (5 Marks)
- 5b. Discuss five (5) important roles that objectives play in the marketing research process (10 Marks).

- (5a) i. Distinguish between morphine and papaverin base on the medicinal use (2 marks)
- ii. Which disease is a slowly progressing movement disorder which is thought to be caused by certain neurotoxins, specifically; MTTP (2 marks)
- iii. What is the historic origin of the name "morphine"? (2 marks)
- iv. What are the two main natural sources of indole? (2 marks)
- (5b) i. Name the first synthetic organic dye (1 mark)
- ii. Itemize three (3) commercially available antihypertensive drugs which possess isoquinoline ring derivatives (3 marks)
- (5c) i. Deduce the reason why quinine is used in photochemistry (2 marks)
- ii. The product of bromination of indole in the presence of pyridine at  $0^{\circ}\text{C}$  is known as what? (2 marks)
- iii. Mention four indole alkaloids/drug and one medicinal use of each one (4 marks)