



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**DEGREE**

**BMC4307: STATISTICS FOR MASS COMMUNICATION**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Select Month 2016

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **Question ONE Compulsory**

**Write short notes on the following**

- i. Primary data (2 marks)
- ii. Secondary data (2 marks)
- iii. Systematic sampling (2 marks)
- iv. Qualitative data (2 marks)
- v. Quantitative data (2 marks)

b) Briefly explain the application of statistics in the field of communication (6 marks)

c) The table below presents respondents who participated in a survey on the use of contraceptives at the technical university of Mombasa.

*Respondents by course*

	Frequency	Percent	Cumulative Percent
Engineering	4	3.1	3.1
Business	4	3.1	6.3
Media	84	65.6	71.9
Applied science	36	28.1	100.0
Total	128	100.0	

Required

- a) Draw a histogram of the data shown above ( 2 marks)
- b) Calculate the mean for the data provided ( 4 marks)
- c) Interpret the data to a journalist who may wish to write a story on the same (4 marks)

iii) Identify any four short comings of statistics (4 marks)

**Question Two**

Advice a corporate communication officer on how to present research findings to a group of journalists (10 marks)

ii) Given a set of raw data below, construct a frequency table for it.

2, 3, 2, 1, 4, 4, 1, 1, 3, 2, 5, 3, 5, 1, 5, 1, 4, 2, 3, 0,  
4, 1, 0, 3, 5, 2, 5, 0, 4, 1, 4, 0, 5, 2, 3, 0, 4, 4, 1, 2 ( 6 marks)

iv) Interpret the data to a layman (4 marks)

**Question THREE**

- a) The roles or functions of statistics are many in the society identify any five. (10 marks)
- b) Outline any five limitations of statistics (10 marks)

**Question FOUR**

Critically examine the use of electronic data analysis software in the analysis and presentation of data (20 marks)

## Question FIVE

The following are the income and expenditure records at Pwani TV from the year 2012 – 2016

Year	Expenditure in 000	Sale of air time in 000
2012	10	16
2013	12	20
2014	24	24
2015	18	16
2016	4	2

Required:

- a) Compute co-efficient of correlation. (10 marks)
- b) Calculate regression equation of sales on expenditure and hence find sales when expenditure is sh. 10,000. (10 marks)