



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DEGREE

BMC 4307: 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 **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

i) Write short notes on the following

- a) Data
- b) Variable
- c) Quantitative variable
- d) Descriptive statistics
- e) Experimental statistics (10 marks)

ii) The table below presents data for a study on the amount of information media students received through the notice board

	Frequency	Percent	Cumulative Percent
Very little	48	37.5	37.5
Little	32	25.0	62.5
Average	48	37.5	100.0
Much	0	0	100.0
Very much	0	0	100.0
Total	128	100.0	

Required

- Draw a pie chart of the data shown above (8 marks)
- Calculate the mean for the data provided (4 marks)
- Interpret the data to a journalist who may wish to write a story on the same (8 marks)

Question TWO

The following are scores obtained by forty students who sat for a literature exam at the technical University of Mombasa.

56 20 45 70 50 49 62 39 41 65 25 76 59 48 55 57 71 49 42 44
63 60 40 45 50 31 35 21 58 56 54 56 63 30 39 28 49 53 64 66

Required

- Construct a frequency distribution for the scores. (10 marks)
- Find the distribution of the mean, mode and media (9 marks)
- Interpret the data to a layman (1 mark)

Question THREE

- Identify any five roles of statistics are many in the society identify any five. (10 marks)
- Giving any relevant examples outline any five limitations of statistics (10 marks)

Question FOUR

Discuss the role of ethics in the collection, analysis and presentation of statistical data (20 marks)

Question FIVE

The following are the income and expenditure records at Pwani TV from the year 2013 – 2016

Year	Expenditure in 000	Sale of air time in 000
2012	5	8
2013	6	10
2014	12	12
2015	9	8
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)