



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
3RD YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR
BUSIA LEARNING CENTER

COURSE CODE: SCS 324(a)

COURSE TITLE: STATISTICAL ANALYSIS WITH SPSS

EXAM VENUE: STREAM: (BBA – FINANCE)

DATE: EXAM SESSION:

TIME : 2.00 HOURS

Instructions:

- 1. Answer Question one (Compulsory) and any TWO questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**
- 4. Question ONE carries 30 marks and the rest 20 Marks each**

SECTION A

Answer question one (Compulsary)

Question One

- a) Discuss three advantages of using SPSS as a statistical analysis tool (6marks)
- b) Data analytics (DA) is the science of examining raw data with the purpose of drawing conclusions about that information
 - i) Briefly discuss five discrete steps of data analytics (5marks)
 - ii) Suggest five methods of data collection methods in statistical analysis. (5marks)
- c) Data mining is sorting through data to identify patterns and establish relationships.
 - i) Discuss five benefits of data mining (5marks)
 - ii) Outline any four challenges facing data mining (5marks)
- d) Outline four types of file that can be output using SPSS (4marks)

SECTION B

Answer any TWO questions

Question Two

- a) Explain any six skills necessary for a good data analyst to adequately perform his roles in statistical analysis. (6marks)
- b) Analyzed information provides a basis which will allow individuals to freely examine issues and make their own decisions. Describe four roles of information (4marks)
- c) Data redundancy is a condition created in which the same piece of data is held in two separate places. Discuss the causes of noisy data or erroneous data in data analysis (6Marks)
- d) Differentiate between a line chart and a scatter plots as used in SPSS. (4marks)

Question Three

- a) Data presentation refers to the techniques used to communicate data or information by showing it as visual objects. Briefly discuss any three graphical methods of data presentation (6marks)
- b) Entering data into SPSS is a two-step process: First you define what sort of data you will be entering, and then you enter the actual numbers. Differentiate between 'data view' and 'variable view' as used in SPSS data entry (4marks)
- c) Explain any six reasons why statistical methods are significant in research. (6marks)
- d) Discuss any four units of analysis in a statistical study (4marks)

Question Four

- a) Sampling is a technique used to select, manipulate and analyze a representative subset of data points in order to identify patterns and trends in the larger data set being examined. Outline types of sampling used in SPSS (6marks)
- b) What are the objectives of Data binning in SPSS (4marks)
- c) What is measurement as used in research? (4marks)
- d) Explain the levels of measurement in SPSS. (6marks)

Question Five

- a) Briefly discuss following terms as used in SPSS analysis.
i. Variable
ii. Case
iii. SPSS Syntax
iv. String (8marks)
- b) Define the term data type then list four data types used in SPSS (4marks)
- c) Presentation of data is normally classified into two categories name them (4marks)
- d) Compare and contrast between regression and correlation (4marks)