JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS

ADMINISTRATION WITH IT

3RD YEAR 2ND SEMESTER ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: SCS 324

COURSE TITLE: STATISTICAL ANALYSIS USING SPSS

EXAM VENUE: **STREAM:**

DATE: April 2016   **EXAM SESSION:**

TIME: 2.00 HOURS

INSTRUCTIONS:

1. Answer Question 1 (Compulsory) and ANY other 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

QUESTION ONE {30 MARKS}.

a) Explain how to obtain your frequencies and descriptives using SPSS.   (4 Marks)

b) When conducting frequency analyses, you would be considering a number of questions when reviewing the results presented in your output. State some of the questions that you would be considering.

(10 Marks)

c) Give a brief description of the following with attention to any specific statistics or significance values:

      i. Multivariate   (2 marks)

      ii. Means procedure   (2 marks)

      iii. Crosstabulation   (2 marks)

      iv. Correlation   (2 marks)

      v. Regression analysis   (2 marks)

d) Explain how you would measure whether 2 variables are strongly related or not using SPSS.

(6 marks)

QUESTION TWO: {20 MARKS}.

Use the diagram to answer the following questions.

Respondent's Sex * Rap Music Crosstabulation

| | | | Rap Music | | | | | |
			Like Very Much	Like It	Mixed Feelings	Dislike It	Dislike Very Much	Total
Respondent's Sex	Male	Count	17	62	97	181	258	615
		% within Respondent's Sex	2.8%	10.1%	15.8%	29.4%	42.0%	100.0%
		% within Rap Music	41.5%	42.8%	36.5%	45.1%	44.6%	43.0%
		% of Total	1.2%	4.3%	6.8%	12.6%	18.0%	43.0%
	Female	Count	24	83	169	220	320	816
		% within Respondent's Sex	2.9%	10.2%	20.7%	27.0%	39.2%	100.0%
		% within Rap Music	58.5%	57.2%	63.5%	54.9%	55.4%	57.0%
		% of Total	1.7%	5.8%	11.8%	15.4%	22.4%	57.0%
Total		Count	41	145	266	401	578	1431
		% within Respondent's Sex	2.9%	10.1%	18.6%	28.0%	40.4%	100.0%
		% within Rap Music	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	2.9%	10.1%	18.6%	28.0%	40.4%	100.0%

a) Explain the information presented in the diagram above.   (6 marks)

b) What is the procedure of arriving at the crosstab table above   (4 marks)

c) Explain the following:

i. One sample median test (2 Marks)

ii. Binomial test (2 Marks)

iii. Chi – square goodness of fit (2 Marks)

iv. Kurtosis (2 Marks)

v. Skewness (2 Marks)

QUESTION THREE{20 MARKS}.

Explain when to use the following tests using SPSS

(a) One – Sample T test (8 marks)

(b) Paired – Sample T test (6 Marks)

(c) Two – Independent – Samples T test (6 marks)

QUESTION FOUR: {20 MARKS}.

a) An analyst at a department store wants to evaluate a recent credit card promotion. To this end, 500 cardholders were randomly selected. Half received an ad promoting a reduced interest rate on purchases made over the next three months, and half received a standard seasonal ad. Explain the process of running the T-test using SPSS. (12 Marks)

b) Explain the process of obtaining the table below and give a brief analysis of the information in the table as given. (8 Marks)

QUESTION FIVE{20 MARKS}.

Explain when to use the following test for Statistical analysis

(a) Wilcoxon-Mann-Whitney test (4 Marks)

(b) Chi-square test (4 Marks)

(c) Fisher's exact test (4 Marks)

(d) One-way ANOVA (4 Marks)

(e) Kruskal Wallis test (4 Marks)