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University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF JOURNALISM AND MASS COMMUNICATION

BCJ 3354: STATISTICS FOR COMMUNICATION AND JOURNALISM RESEARCH

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

QUESTION ONE (30 MARKS)

- a) Define the term "data" and elucidate the two classifications of data. (4 Marks)
- b). Define the terms 'population' and 'sample' in the context of statistics. Provide examples to illustrate the difference between the two concepts. (10 Marks)
- c) Clarify three methods employed for data collection. (6 Marks)
- d) Examine five ethical considerations regarding data collection and utilization within an organization. (10 Marks)

QUESTION TWO (20 MARKS)

- a) Differentiate between quantitative and qualitative data analysis. (10 Marks)
- b) The weights of 15 parcels recorded at the GPO were as follows: 16.2, 17, 23, 25 (Q1) 29, 32.2, 35.8, 36.8 (Q2) 40, 41, 42, 44 (Q3) 49, 52, 55 (Q4). Determine the interquartile range of the provided data.

QUESTION THREE (20 MARKS)

a) Calculate the median from the following table.

(10 Marks)

Cars	Mileage	Cylinder
Swift	21.3	3
Veina	20.8	2
Santro	19	5
V8	15	4
Allion	12	9

b) Explore the role of technology in modern media analytics.

(10 Marks)

QUESTION FOUR (20 MARKS)

a) In a UK-based firm, the average salary of employees is \$3600 with a standard deviation of \$150. In its Kenyan branch, the average salaries are Ksh 8500 with a standard deviation of Ksh 850. Determine the coefficient of variation in the two firms and briefly comment on the degree of deviation.

(12 Marks)

b) Provide concise explanations for the range, standard deviation, and variance.

(8 Marks)

QUESTION FIVE (20 MARKS)

a) For the economic growth rates of five firms in 1995 (26%, 32%, 42%, 18%, and 38%), calculate the Geometric mean.

(12 Marks)

b) Explain the concept of hypothesis testing by giving an example

(8Marks)