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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2014/2015**

COURSE NAME : STATISTICAL CONSULTATION
COURSE CODE : BWB 32503
PROGRAMME : 3 BWQ
EXAMINATION DATE : DECEMBER 2014/JANUARY 2015
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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- Q1**
- (a) List down TWO examples of *non-verbal communication*. (4 marks)
 - (b) Describe FOUR dimensions of *communication style*. (8 marks)
 - (c) There are four different types of probes in communication strategy which are *Request For Information (RFI)*, *Concrete Paraphrase (CP)*, *Open Question (OQ)*, and *Closed Question (CQ)*.
 - (i) Apply the concept of *Request For Information (RFI)* in communication strategy by giving ONE example of conversation. (2 marks)
 - (ii) Apply the concept of *Concrete Paraphrase (CP)* in communication strategy by giving ONE example of conversation. (2 marks)
 - (iii) Apply the concept of *Open Question (OQ)* in communication strategy by giving ONE example of conversation. (2 marks)
 - (iv) Apply the concept of *Closed Question (CQ)* in communication strategy by giving ONE example of conversation. (2 marks)
- Q2**
- (a) Define the meaning of a *research*. (2 marks)
 - (b) Explain FOUR steps involved in *research process*. (4 marks)
 - (c) There are several elements in writing executive summary which are issues, objectives, benefits to the company, time frame, and cost. Apply these concepts by giving ONE example of *executive summary* from any project. (6 marks)
 - (d) Differentiate two types of probability sampling design which are simple random sampling and systematic sampling in terms of definition, advantage and disadvantage. (8 marks)

- Q3** (a) There are several techniques of data collection including distribution of questionnaires to the respondents. Prepare ONE set of questionnaire to collect demographic data which contains FIVE examples of questions.
(5 marks)
- (b) Survey information can be collected by means of any of four general methods of implementation which are *Mail-Out Survey*, *Web-Based Survey*, *Telephone Survey* and *In-Person Interview*. Distinguish between *Mail-Out Survey*, *Web-Based Survey* and *Telephone Survey* in terms of definition, advantage and disadvantage.
(15 marks)
- Q4** (a) The number of patients treated by a community clinic each day over a ten-day period was 52, 68, 39, 47, 57, 32, 75, 25, 31 and 93.
- (i) Determine the mean and the median number of patients for these ten days.
(2 marks)
- (ii) Calculate the standard deviation.
(3 marks)
- (b) There are various kinds of charts and diagrams used in data analysis. Distinguish between line chart, bar chart and histogram in terms of definition, advantage and disadvantage.
(15 marks)
- Q5** (a) Describe FOUR techniques of data analysis and give ONE example of statistical method for each technique.
(8 marks)
- (b) Illustrate the characteristics of good research by sketching a chart which contains the element of validity, reliability and practicality.
(6 marks)
- (c) Compare between conclusion and recommendation in writing final research report.
(6 marks)

-END OF QUESTION-