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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2015/2016**

COURSE NAME : STATISTICAL CONSULTATION
COURSE CODE : BWB 32503
PROGRAMME : 3 BWQ
EXAMINATION DATE : DECEMBER 2015/JANUARY 2016
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FIVE (5)** PAGES

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- Q1**
- (a) List down the core process of statistical consulting. (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 *negotiation*. (2 marks)
 - (b) Classify the characteristic of a person with a LOW and HIGH contact style of negotiation. (4 marks)
 - (c) There are several issues in negotiation that we need to understand the clues about the way a client prefers to negotiate. Below are example of real situation in negotiation between consultant and a client.

“Nathan Thomas works as a statistician in a medical center. He met with Josef Martin, the “go-between” for a physician. The physician, Dr. Frances Picardo, needed some analysis done for a research proposal. Josef was not entirely clear on what Nathan was supposed to do. He had to guess about some of the analyses. The result of having this go-between was that Nathan did a lot of analyses that were probably not necessary, and he was left wondering whether he answered the questions that Dr. Picardo really

had. In the end, Nathan only billed for about half the time that he had worked on the project”

Based on the example, identify SIX issues in negotiation.

(6 marks)

- (d) There are several elements in writing executive summary which are issues, objectives, benefits to the company, time frame, and cost. You need to develop a new propose proposal based on your experience and knowledge by writing ONE executive summary of consulting project.

(8 marks)

- Q3** (a) There are several techniques of data collection including distribution of questionnaires to the respondents. A final year statistic student is conducting a survey on satisfaction of UTHM students on library services and facilities. Construct ONE set of questionnaire to measure the satisfaction level of student UTHM on library services and facilities which contains FIVE examples of questions.

(10 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* and *Telephone Survey* in terms of definition, advantage and disadvantage.

(10 marks)

- Q4** (a) Identify and explain the FOUR steps in the research process.

(8 marks)

- (b) In chapter analysis and result, there are several analysis can be done to explain the result obtained to achieve the objectives of study. Below are the results from one survey entitled “*Factors That Associated With Financial Capability Among University Students*”.

Using your knowledge, explain the result obtained below (Table **Q4(b)(i)**, **Q4(b)(ii)**, **Q4(b)(iii)** and **Q4(b)(iv)**) in order to analyze the association between the theory of planned behavior (TPB) factors and financial capability among university student. There are three factors variables of the theory of planned behaviour which are attitude (AS), subjective norm (SNS) and perceived behaviour control (PBCS).

Table Q4(b)(i): Correlation

		FC	AS	SNS	PBCS
FC	Pearson Correlation	1	.397**	.395**	.359**
	Sig. (2-tailed)		.000	.000	.000
	N	261	261	261	261
AS	Pearson Correlation	.397**	1	.785**	.763**
	Sig. (2-tailed)	.000		.000	.000
	N	261	261	261	261
SNS	Pearson Correlation	.395**	.785**	1	.758**
	Sig. (2-tailed)	.000	.000		.000
	N	261	261	261	261
PBCS	Pearson Correlation	.359**	.763**	.758**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	261	261	261	261

** . Correlation is significant at the 0.01 level (2-tailed).

Table Q4(b)(ii): ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.073	3	4.358	18.444	.000 ^a
	Residual	60.721	257	.236		
	Total	73.794	260			

- a. Predictors: (Constant), PBCS, SNS, AS
- b. Dependent Variable: FC

Table Q4(b)(iii):Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.421 ^a	.177	.168	.48607

a. Predictors: (Constant), PBCS, SNS, AS

Table Q4(b)(iv):Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.578	.135		11.686	.000
AS	.138	.070	.199	1.982	.049
SNS	.147	.076	.193	1.935	.054
PBCS	.035	.055	.061	.644	.520

a. Dependent Variable: FC

(12 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 explaining the element of validity, reliability and practicality. (8 marks)
 - (c) Compare between conclusion and recommendation in writing final research report. (4 marks)

-END OF QUESTION-