



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF SCIENCE IN HOSPITALITY
MANAGEMENT**

MAIN CAMPUS

SEH 816: STATISTICS FOR SOCIAL DATA ANALYSIS

Date: 18th January, 2015

Time: 2.00 - 5.00 pm

INSTRUCTIONS:

- Attempt all questions in SECTION A and any ONE question in SECTION B.

INSTRUCTIONS

- (i) **Attempt all questions in Section A and any other one Question in section B**
- (ii) **Answer All questions in the booklet provided**

SECTION A

Question One

- a) Highlight the major purposes of data screening in research (4 Marks)
- b) Describe four levels of data measurement in social science research (4 Marks)

Question Two

- a) How do you deal with missing values? Irrespective of whether the missing values are random or non-random (4 Marks)
- b) Discuss the different types of outliers and how you can identify and deal with each outlier (4 Marks)

Question Three

- a) Discuss different methods for determining validity and reliability in quantitative research (7 Marks)
- b) Factor Analysis is essential for any research when testing a theory. Discuss the types of factor analysis using examples from SPSS and AMOS and list different methods of extracting and rotating factor scores for composite variables (7 Marks)

SECTION B

Question Four

The quantitative research process involves operationalisation of concepts, instrumentation, quantitative data collection, deductive data analysis using statistical procedures to test hypothesis to offer prediction and explanations with an aim of generalising unbiased findings. The overall aim of the study, and the related research questions, dictates researcher's decisions regarding the a survey research design the data sources the choice of data collection method and the level of analysis. Quantitative research uses various univariate and multivariate data analysis methods to test the model fit and hypothesis significance. However, Model evaluation is one of the most unsettled and difficult issues connected with structural modeling. Several authors present a variety of viewpoints and recommendations on this topic.

- a) Discuss various methods of Quantitative data analysis highlighting the suitable data characteristics for independent and dependent variable **(10 marks)**
- b) Dozens of statistics have been proposed as measures of the merit of a model. Discuss at least 5 measures of fit that can be used to assess a proposed model **(10 Marks)**

Question Five

At this level you are quite familiar with history of qualitative research, its traditions and philosophical underpinnings. Qualitative research covers a broad range of approaches which are linked to different beliefs about what there is to know about the social world and how to find out about it. Although definitions vary, the aims of qualitative research are generally directed at providing an in-depth and interpreted understanding of the social world, by learning about people's social and material circumstances, their experiences, perspectives and histories. Unlike quantitative analysis, there are no clearly agreed rules or procedures for analysing qualitative data. Approaches to analysis vary in terms of basic epistemological assumptions about the nature of qualitative enquiry and the status of researchers' accounts

- a) Discuss the main approaches to qualitative data analysis **(10 Marks)**
- b) Describe the general procedure that should be followed when analyzing qualitative data through Framework approach **(5 Marks)**

END
