



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF DOCTOR OF
PHILOSOPHY IN BUSINESS

BMS 900: STATISTICS FOR BUSINESS I

DATE: Friday, 12th May, 2017

TIME: 5.30 p.m. - 8.30 p.m.

INSTRUCTIONS: Answer question **ONE** and any other **THREE** questions.

Question One (40 Marks)

- a) Distinguish between a one-tailed and two-tailed test, giving a diagram and an example in each. (4 marks)
- b) Briefly explain four qualities of a good estimator. (4 marks)
- c) A research agency administers a demographic survey to 90 telemarketing companies to determine the size of their operations. When asked to report how many employees now work in their telemarketing operation, the companies gave responses ranging from 1 to 100. The agency's analyst organizes the figures into a frequency distribution.

No. of Employees	0 - 20	20 - 40	40 - 60	60 - 80	80 - 100
No. of Companies	32	16	13	10	19

- i) Compute the mean, median, and mode for this distribution. (6 marks)
- ii) Compute the sample standard deviation for these data. (4 marks)
- d) The Kenya Bureau of Statistics reports that the average annual salary in Nairobi area is \$50,542. Suppose annual salaries in Nairobi area are normally distributed with a standard deviation of \$4,246. A Nairobi worker is randomly selected.
- i) What is the probability that the worker's annual salary is more than \$60,000? (2 marks)
- ii) What is the probability that the worker's annual salary is less than \$45,000? (2 marks)
- iii) What is the probability that the worker's annual salary is between \$44,000 and \$52,000? (2 marks)
- e) Suppose you work for a large firm that has 20,000 employees. The CEO calls you in and asks you to determine employee attitudes toward the company. She is willing to commit Ksh.100,000 to this project. What are the advantages of taking a sample versus conducting a census? What are the trade-offs? (6 marks)

- f) A bank officer wants to determine the amount of the average total monthly deposits per customer at the bank. He believes an estimate of this average amount using a confidence interval is sufficient. How large a sample should he take to be within \$200 of the actual average with 99% confidence? He assumes the standard deviation of total monthly deposits for all customers is about \$1,000. (3 marks)
- g) Suppose a random sample of 85 items has been taken from a population and 40 of the items contain the characteristic of interest. Use this information to calculate a 90% confidence interval to estimate the proportion of the population that has the characteristic of interest. Calculate a 95% confidence interval. Calculate a 99% confidence interval. As the level of confidence changes and the other sample information stays constant, what happens to the confidence interval? (7 marks)

Question Two (20 Marks)

- a) The average cost per square foot for office rental space in Nairobi's Central Business District (CBD) is \$23.58, according to a Research firm. A large real estate company wants to confirm this figure. The company conducts a telephone survey of 95 offices in the CBD and asks the office managers how much they pay in rent per square foot. Suppose the sample average is \$22.83 per square foot. The population standard deviation is \$5.11.
- i) Conduct a hypothesis test using $\alpha = .05$ to determine whether the cost per square foot reported by Research firm should be rejected. (7 marks)
- ii) If the decision in part (i) is to fail to reject and if the actual average cost per square foot is \$22.30, what is the probability of committing a Type II error? (3 marks)
- b) A random sample of 100 mill-workers at Mumias factory showed their mean wage to be Shs. 3500 with a standard deviation of Shs.280. Another random sample of 150 mill-workers in Nzoia factory showed the mean wage to be Shs.3900 with a standard deviation of Shs.400. Do the mean wages of workers in Mumias and Nzoia differ significantly? Use 0.05 level of significance. (10 marks)

Question Three (20 Marks)

A corporation owns several companies. The strategic planner for the corporation believes amount spent on advertising can to some extent be a predictor of total sales. As an aid in long-term planning, she gathers the following sales and advertising information from several of the companies for 2009 (\$ millions).

Advertising	12.5	3.7	21.6	60.0	37.6	6.1	16.8	41.2
sales	148	55	338	994	541	89	126	379

- Develop the equation of the simple regression line to predict sales from advertising expenditures using these data. (10 marks)
- Find out the sales that are likely to be attained when advertising expenditure is 25 million. (2 marks)
- Compute the coefficient of correlation and coefficient of determination and interpret their values. (4 marks)
- Test the hypothesis that the population correlation coefficient is zero at the 5% level. (4 marks)

Question Four (20 Marks)

- a) A study on the number of cars owned by Kenyan families indicates that 10% do not own a car, 16% own one car, 55% own two cars, 11% own 3 cars while 8% own more than 4 cars. A random sample of 600 families in Nairobi resulted in the following data.

Number of Cars	0	1	2	3	4 ⁺
Frequency	66	119	340	60	15

At the 1% significance level, does it appear that the distribution of "number of cars" of Nairobi families is different from the distribution for the Kenyan population as a whole? (10 marks)

- b) Is the transportation mode used to ship goods independent of type of industry? Suppose the following contingency table represents frequency counts of types of transportation used by the publishing and the computer hardware industries. Analyze the data by using the chi-square test of independence to determine whether type of industry is independent of transportation mode. Let a $\alpha = .05$. (10 marks)

Industry	Transportation Mode		
	Air	Train	Truck
Publishing	32	12	41
Computer Hardware	5	6	24

Question Five (20 Marks)

- a) For two firms *A* and *B* belonging to the same industry, the following details are available

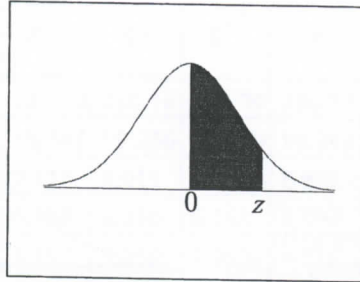
	Firm <i>A</i>	Firm <i>B</i>
Number of employees	100	200
Average monthly wage	\$4,800	\$5,100
Standard deviation	\$600	\$540

- Which firm pays out larger amounts as wages (3 marks)
 - Which firm shows greater variability in the distribution of wages (3 marks)
 - Find the average monthly wage and the standard deviation of the wages of all the employees in the two firms taken together. (6 marks)
- b) There are some missing values in the following ANOVA table. The data relate to three different types of packaging.

Sources of Variation	sum of squares <i>SS</i> Statistic	Degrees of Freedom <i>df</i>	Mean squares <i>MS</i>	value of the Test
Between samples	129.73	-----	-----	
Within samples	-----	-----	-----	$F = \text{-----}$
Total	149.33	14		

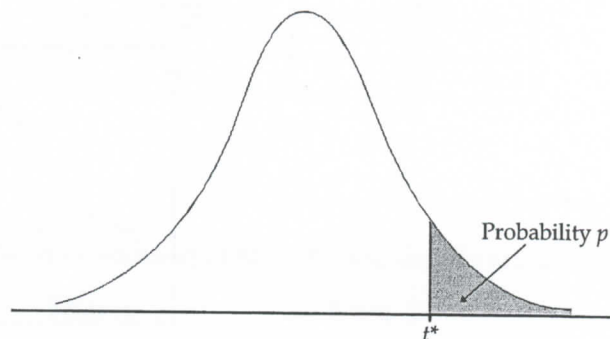
- Complete the ANOVA table by filling in the missing values. (6 marks)
- Test the hypothesis $H_0 : \mu_1 = \mu_2 = \mu_3$ at the 5 percent level of significance. (2 marks)

Standard Normal Distribution Table



z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
0.0	.0000	.0040	.0080	.0120	.0160	.0199	.0239	.0279	.0319	.0359
0.1	.0398	.0438	.0478	.0517	.0557	.0596	.0636	.0675	.0714	.0753
0.2	.0793	.0832	.0871	.0910	.0948	.0987	.1026	.1064	.1103	.1141
0.3	.1179	.1217	.1255	.1293	.1331	.1368	.1406	.1443	.1480	.1517
0.4	.1554	.1591	.1628	.1664	.1700	.1736	.1772	.1808	.1844	.1879
0.5	.1915	.1950	.1985	.2019	.2054	.2088	.2123	.2157	.2190	.2224
0.6	.2257	.2291	.2324	.2357	.2389	.2422	.2454	.2486	.2517	.2549
0.7	.2580	.2611	.2642	.2673	.2704	.2734	.2764	.2794	.2823	.2852
0.8	.2881	.2910	.2939	.2967	.2995	.3023	.3051	.3078	.3106	.3133
0.9	.3159	.3186	.3212	.3238	.3264	.3289	.3315	.3340	.3365	.3389
1.0	.3413	.3438	.3461	.3485	.3508	.3531	.3554	.3577	.3599	.3621
1.1	.3643	.3665	.3686	.3708	.3729	.3749	.3770	.3790	.3810	.3830
1.2	.3849	.3869	.3888	.3907	.3925	.3944	.3962	.3980	.3997	.4015
1.3	.4032	.4049	.4066	.4082	.4099	.4115	.4131	.4147	.4162	.4177
1.4	.4192	.4207	.4222	.4236	.4251	.4265	.4279	.4292	.4306	.4319
1.5	.4332	.4345	.4357	.4370	.4382	.4394	.4406	.4418	.4429	.4441
1.6	.4452	.4463	.4474	.4484	.4495	.4505	.4515	.4525	.4535	.4545
1.7	.4554	.4564	.4573	.4582	.4591	.4599	.4608	.4616	.4625	.4633
1.8	.4641	.4649	.4656	.4664	.4671	.4678	.4686	.4693	.4699	.4706
1.9	.4713	.4719	.4726	.4732	.4738	.4744	.4750	.4756	.4761	.4767
2.0	.4772	.4778	.4783	.4788	.4793	.4798	.4803	.4808	.4812	.4817
2.1	.4821	.4826	.4830	.4834	.4838	.4842	.4846	.4850	.4854	.4857
2.2	.4861	.4864	.4868	.4871	.4875	.4878	.4881	.4884	.4887	.4890
2.3	.4893	.4896	.4898	.4901	.4904	.4906	.4909	.4911	.4913	.4916
2.4	.4918	.4920	.4922	.4925	.4927	.4929	.4931	.4932	.4934	.4936
2.5	.4938	.4940	.4941	.4943	.4945	.4946	.4948	.4949	.4951	.4952
2.6	.4953	.4955	.4956	.4957	.4959	.4960	.4961	.4962	.4963	.4964
2.7	.4965	.4966	.4967	.4968	.4969	.4970	.4971	.4972	.4973	.4974
2.8	.4974	.4975	.4976	.4977	.4977	.4978	.4979	.4979	.4980	.4981
2.9	.4981	.4982	.4982	.4983	.4984	.4984	.4985	.4985	.4986	.4986
3.0	.4987	.4987	.4987	.4988	.4988	.4989	.4989	.4989	.4990	.4990
3.1	.4990	.4991	.4991	.4991	.4992	.4992	.4992	.4992	.4993	.4993
3.2	.4993	.4993	.4994	.4994	.4994	.4994	.4994	.4995	.4995	.4995
3.3	.4995	.4995	.4995	.4996	.4996	.4996	.4996	.4996	.4996	.4997
3.4	.4997	.4997	.4997	.4997	.4997	.4997	.4997	.4997	.4997	.4998
3.5	.4998	.4998	.4998	.4998	.4998	.4998	.4998	.4998	.4998	.4998

Table entry for p and C is the critical value t^* with probability p lying to its right and probability C lying between $-t^*$ and t^* .

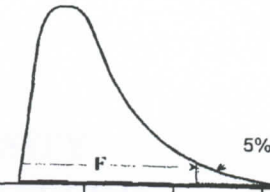
**TABLE D**

t distribution critical values

df	Upper-tail probability p											
	.25	.20	.15	.10	.05	.025	.02	.01	.005	.0025	.001	.0005
1	1.000	1.376	1.963	3.078	6.314	12.71	15.89	31.82	63.66	127.3	318.3	636.6
2	0.816	1.061	1.386	1.886	2.920	4.303	4.849	6.965	9.925	14.09	22.33	31.60
3	0.765	0.978	1.250	1.638	2.353	3.182	3.482	4.541	5.841	7.453	10.21	12.92
4	0.741	0.941	1.190	1.533	2.132	2.776	2.999	3.747	4.604	5.598	7.173	8.610
5	0.727	0.920	1.156	1.476	2.015	2.571	2.757	3.365	4.032	4.773	5.893	6.869
6	0.718	0.906	1.134	1.440	1.943	2.447	2.612	3.143	3.707	4.317	5.208	5.959
7	0.711	0.896	1.119	1.415	1.895	2.365	2.517	2.998	3.499	4.029	4.785	5.408
8	0.706	0.889	1.108	1.397	1.860	2.306	2.449	2.896	3.355	3.833	4.501	5.041
9	0.703	0.883	1.100	1.383	1.833	2.262	2.398	2.821	3.250	3.690	4.297	4.781
10	0.700	0.879	1.093	1.372	1.812	2.228	2.359	2.764	3.169	3.581	4.144	4.587
11	0.697	0.876	1.088	1.363	1.796	2.201	2.328	2.718	3.106	3.497	4.025	4.437
12	0.695	0.873	1.083	1.356	1.782	2.179	2.303	2.681	3.055	3.428	3.930	4.318
13	0.694	0.870	1.079	1.350	1.771	2.160	2.282	2.650	3.012	3.372	3.852	4.221
14	0.692	0.868	1.076	1.345	1.761	2.145	2.264	2.624	2.977	3.326	3.787	4.140
15	0.691	0.866	1.074	1.341	1.753	2.131	2.249	2.602	2.947	3.286	3.733	4.073
16	0.690	0.865	1.071	1.337	1.746	2.120	2.235	2.583	2.921	3.252	3.686	4.015
17	0.689	0.863	1.069	1.333	1.740	2.110	2.224	2.567	2.898	3.222	3.646	3.965
18	0.688	0.862	1.067	1.330	1.734	2.101	2.214	2.552	2.878	3.197	3.611	3.922
19	0.688	0.861	1.066	1.328	1.729	2.093	2.205	2.539	2.861	3.174	3.579	3.883
20	0.687	0.860	1.064	1.325	1.725	2.086	2.197	2.528	2.845	3.153	3.552	3.850
21	0.686	0.859	1.063	1.323	1.721	2.080	2.189	2.518	2.831	3.135	3.527	3.819
22	0.686	0.858	1.061	1.321	1.717	2.074	2.183	2.508	2.819	3.119	3.505	3.792
23	0.685	0.858	1.060	1.319	1.714	2.069	2.177	2.500	2.807	3.104	3.485	3.768
24	0.685	0.857	1.059	1.318	1.711	2.064	2.172	2.492	2.797	3.091	3.467	3.745
25	0.684	0.856	1.058	1.316	1.708	2.060	2.167	2.485	2.787	3.078	3.450	3.725
26	0.684	0.856	1.058	1.315	1.706	2.056	2.162	2.479	2.779	3.067	3.435	3.707
27	0.684	0.855	1.057	1.314	1.703	2.052	2.158	2.473	2.771	3.057	3.421	3.690
28	0.683	0.855	1.056	1.313	1.701	2.048	2.154	2.467	2.763	3.047	3.408	3.674
29	0.683	0.854	1.055	1.311	1.699	2.045	2.150	2.462	2.756	3.038	3.396	3.659
30	0.683	0.854	1.055	1.310	1.697	2.042	2.147	2.457	2.750	3.030	3.385	3.646
40	0.681	0.851	1.050	1.303	1.684	2.021	2.123	2.423	2.704	2.971	3.307	3.551
50	0.679	0.849	1.047	1.299	1.676	2.009	2.109	2.403	2.678	2.937	3.261	3.496
60	0.679	0.848	1.045	1.296	1.671	2.000	2.099	2.390	2.660	2.915	3.232	3.460
80	0.678	0.846	1.043	1.292	1.664	1.990	2.088	2.374	2.639	2.887	3.195	3.416
100	0.677	0.845	1.042	1.290	1.660	1.984	2.081	2.364	2.626	2.871	3.174	3.390
1000	0.675	0.842	1.037	1.282	1.646	1.962	2.056	2.330	2.581	2.813	3.098	3.300
z^*	0.674	0.841	1.036	1.282	1.645	1.960	2.054	2.326	2.576	2.807	3.091	3.291
	50%	60%	70%	80%	90%	95%	96%	98%	99%	99.5%	99.8%	99.9%
	Confidence level C											

F-Table for 5%

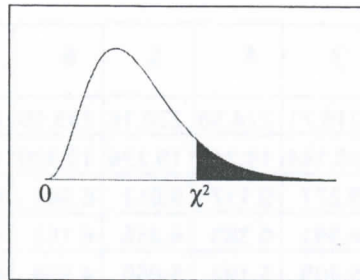
Percentage points of the F-distribution:
upper 5% points



$\frac{df_{num}}{df_{den}}$	1	2	3	4	5	6	7	8	9	10	15	20
1	161.45	199.50	215.71	224.58	230.16	233.99	236.77	238.88	240.54	241.88	245.95	248.01
2	18.513	19.000	19.164	19.247	19.296	19.330	19.353	19.371	19.385	19.396	19.429	19.446
3	10.128	9.552	9.277	9.117	9.013	8.941	8.887	8.845	8.812	8.786	8.703	8.660
4	7.709	6.944	6.591	6.388	6.256	6.163	6.094	6.041	5.999	5.964	5.858	5.803
5	6.608	5.786	5.409	5.192	5.050	4.950	4.876	4.818	4.772	4.735	4.619	4.558
6	5.987	5.143	4.757	4.534	4.387	4.284	4.207	4.147	4.099	4.060	3.938	3.874
7	5.591	4.737	4.347	4.120	3.972	3.866	3.787	3.726	3.677	3.637	3.511	3.445
8	5.318	4.459	4.066	3.838	3.687	3.581	3.500	3.438	3.388	3.347	3.218	3.150
9	5.117	4.256	3.863	3.633	3.482	3.374	3.293	3.230	3.179	3.137	3.006	2.936
10	4.965	4.103	3.708	3.478	3.326	3.217	3.135	3.072	3.020	2.978	2.845	2.774
11	4.844	3.982	3.587	3.357	3.204	3.095	3.012	2.948	2.896	2.854	2.719	2.646
12	4.747	3.885	3.490	3.259	3.106	2.996	2.913	2.849	2.796	2.753	2.617	2.544
13	4.667	3.806	3.411	3.179	3.025	2.915	2.832	2.767	2.714	2.671	2.533	2.459
14	4.600	3.739	3.344	3.112	2.958	2.848	2.764	2.699	2.646	2.602	2.463	2.388
15	4.543	3.682	3.287	3.056	2.901	2.790	2.707	2.641	2.588	2.544	2.403	2.328
16	4.494	3.634	3.239	3.007	2.852	2.741	2.657	2.591	2.538	2.494	2.352	2.276
17	4.451	3.592	3.197	2.965	2.810	2.699	2.614	2.548	2.494	2.450	2.308	2.230
18	4.414	3.555	3.160	2.928	2.773	2.661	2.577	2.510	2.456	2.412	2.269	2.191
19	4.381	3.522	3.127	2.895	2.740	2.628	2.544	2.477	2.423	2.378	2.234	2.155
20	4.351	3.493	3.098	2.866	2.711	2.599	2.514	2.447	2.393	2.348	2.203	2.124
21	4.325	3.467	3.072	2.840	2.685	2.573	2.488	2.420	2.366	2.321	2.176	2.096
22	4.301	3.443	3.049	2.817	2.661	2.549	2.464	2.397	2.342	2.297	2.151	2.071
23	4.279	3.422	3.028	2.796	2.640	2.528	2.442	2.375	2.320	2.275	2.128	2.048
24	4.260	3.403	3.009	2.776	2.621	2.508	2.423	2.355	2.300	2.255	2.108	2.027
25	4.242	3.385	2.991	2.759	2.603	2.490	2.405	2.337	2.282	2.236	2.089	2.007
26	4.225	3.369	2.975	2.743	2.587	2.474	2.388	2.321	2.265	2.220	2.072	1.990
27	4.210	3.354	2.960	2.728	2.572	2.459	2.373	2.305	2.250	2.204	2.056	1.974
28	4.196	3.340	2.947	2.714	2.558	2.445	2.359	2.291	2.236	2.190	2.041	1.959
29	4.183	3.328	2.934	2.701	2.545	2.432	2.346	2.278	2.223	2.177	2.027	1.945
30	4.171	3.316	2.922	2.690	2.534	2.421	2.334	2.266	2.211	2.165	2.015	1.932
40	4.085	3.232	2.839	2.606	2.449	2.336	2.249	2.180	2.124	2.077	1.924	1.839
60	4.001	3.150	2.758	2.525	2.368	2.254	2.167	2.097	2.040	1.993	1.836	1.748
120	3.920	3.072	2.680	2.447	2.290	2.175	2.087	2.016	1.959	1.910	1.750	1.659
100K	3.842	2.996	2.605	2.372	2.214	2.099	2.010	1.939	1.880	1.831	1.666	1.571

K (Multiply this value by 1000)

Chi-Square Distribution Table



The shaded area is equal to α for $\chi^2 = \chi^2_{\alpha}$.

df	$\chi^2_{.995}$	$\chi^2_{.990}$	$\chi^2_{.975}$	$\chi^2_{.950}$	$\chi^2_{.900}$	$\chi^2_{.100}$	$\chi^2_{.050}$	$\chi^2_{.025}$	$\chi^2_{.010}$	$\chi^2_{.005}$
1	0.000	0.000	0.001	0.004	0.016	2.706	3.841	5.024	6.635	7.879
2	0.010	0.020	0.051	0.103	0.211	4.605	5.991	7.378	9.210	10.597
3	0.072	0.115	0.216	0.352	0.584	6.251	7.815	9.348	11.345	12.838
4	0.207	0.297	0.484	0.711	1.064	7.779	9.488	11.143	13.277	14.860
5	0.412	0.554	0.831	1.145	1.610	9.236	11.070	12.833	15.086	16.750
6	0.676	0.872	1.237	1.635	2.204	10.645	12.592	14.449	16.812	18.548
7	0.989	1.239	1.690	2.167	2.833	12.017	14.067	16.013	18.475	20.278
8	1.344	1.646	2.180	2.733	3.490	13.362	15.507	17.535	20.090	21.955
9	1.735	2.088	2.700	3.325	4.168	14.684	16.919	19.023	21.666	23.589
10	2.156	2.558	3.247	3.940	4.865	15.987	18.307	20.483	23.209	25.188
11	2.603	3.053	3.816	4.575	5.578	17.275	19.675	21.920	24.725	26.757
12	3.074	3.571	4.404	5.226	6.304	18.549	21.026	23.337	26.217	28.300
13	3.565	4.107	5.009	5.892	7.042	19.812	22.362	24.736	27.688	29.819
14	4.075	4.660	5.629	6.571	7.790	21.064	23.685	26.119	29.141	31.319
15	4.601	5.229	6.262	7.261	8.547	22.307	24.996	27.488	30.578	32.801
16	5.142	5.812	6.908	7.962	9.312	23.542	26.296	28.845	32.000	34.267
17	5.697	6.408	7.564	8.672	10.085	24.769	27.587	30.191	33.409	35.718
18	6.265	7.015	8.231	9.390	10.865	25.989	28.869	31.526	34.805	37.156
19	6.844	7.633	8.907	10.117	11.651	27.204	30.144	32.852	36.191	38.582
20	7.434	8.260	9.591	10.851	12.443	28.412	31.410	34.170	37.566	39.997
21	8.034	8.897	10.283	11.591	13.240	29.615	32.671	35.479	38.932	41.401
22	8.643	9.542	10.982	12.338	14.041	30.813	33.924	36.781	40.289	42.796
23	9.260	10.196	11.689	13.091	14.848	32.007	35.172	38.076	41.638	44.181
24	9.886	10.856	12.401	13.848	15.659	33.196	36.415	39.364	42.980	45.559
25	10.520	11.524	13.120	14.611	16.473	34.382	37.652	40.646	44.314	46.928
26	11.160	12.198	13.844	15.379	17.292	35.563	38.885	41.923	45.642	48.290
27	11.808	12.879	14.573	16.151	18.114	36.741	40.113	43.195	46.963	49.645
28	12.461	13.565	15.308	16.928	18.939	37.916	41.337	44.461	48.278	50.993
29	13.121	14.256	16.047	17.708	19.768	39.087	42.557	45.722	49.588	52.336
30	13.787	14.953	16.791	18.493	20.599	40.256	43.773	46.979	50.892	53.672
40	20.707	22.164	24.433	26.509	29.051	51.805	55.758	59.342	63.691	66.766
50	27.991	29.707	32.357	34.764	37.689	63.167	67.505	71.420	76.154	79.490
60	35.534	37.485	40.482	43.188	46.459	74.397	79.082	83.298	88.379	91.952
70	43.275	45.442	48.758	51.739	55.329	85.527	90.531	95.023	100.425	104.215
80	51.172	53.540	57.153	60.391	64.278	96.578	101.879	106.629	112.329	116.321
90	59.196	61.754	65.647	69.126	73.291	107.565	113.145	118.136	124.116	128.299
100	67.328	70.065	74.222	77.929	82.358	118.498	124.342	129.561	135.807	140.169