

Faculty of Business Management

BBA II-Year, CBCS-III Semester Backlog Examinations, January 2021

PAPER: BUSINESS STATISTICS

Time: 2 Hours

Max Marks: 80

I. Answer any **FIVE** of the following questions

(5x16=80 Marks)

1. What is need and importance of Statistics in business decisions?
2. What are the different types of data? Explain the techniques of data presentations.
3. Explain the means of central tendency techniques in statistics.
4. Describe the mean, median and mode for the numbers 1 to 25.
5. Calculate coefficient of variation for the each set of data

Measure	Data Set A	B	C	D
Mean	45	60	50	25
SD	3	11	5	15
Sample Size	1 500	3 200	500	2 700

6. Explain the formula and steps involved in Karl Pearson's method for skewness.
7. What is the test of hypothesis? Explain the null hypothesis and errors.
8. Describe the Non- parametric tests and when can we use Sign test and U test .
9. Explain the importance of correlation and regression techniques.
10. You are given the following information about Advertisement expenditure and Sales :

	Advertisement expenditure (x)	Sales(Y)
Mean	20	120
S.D	5	25
Correlation coefficient 0.8		

- (i) Calculate the two regression equations
- (ii) Find the likely sales when advertisement expenditure is Rs.25 crore.
- (iii) What should be the advertisement budget if the company wants to attain the sales target of Rs 159 crore?
