Roll No. ☐☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 02

Total No. of Questions : 17

MBA (2019 Batch) (Sem.–2)
BUSINESS ANALYTICS FOR DECISION MAKING
Subject Code : MBA-201-18
Paper ID : [76153]

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

1. What is census survey?

2. What is classification of data?

3. What is standard error?

4. How to formulate hypothesis?

5. What is forecasting?

6. What is autocorrelation?

7. What are problems in constructors?

8. What is multiple correlation?

SECTION-B

UNIT-I

9. What are the limitations of primary and secondary data collection techniques?

10. Write notes on :

   a. Techniques of non-probability sampling

   b. Importance of statistics in decision making

UNIT-II

11. Discuss in detail the procedure of hypothesis testing?

12. Discuss the applications of following :

    a. F-Test

    b. ANOVA test

UNIT-III

13. Discuss in detail the role of forecasting in business. Explain by citing examples.

14. Discuss in detail the difference between correlation and regression.

UNIT-IV

15. Write notes on :

    a. Problems in construction of Index numbers.

    b. Least square method.

16. Write notes on :

    a. Linear and non-linear equations in Time Series Analysis.

    b. Importance of Index numbers in managerial decision making.

SECTION-C

17. **Case Study :**

    The local cable television company is planning to add one channel to its basic service. There are five channels to choose from, and the company would like some input from its subscribers. There are about 20,000 subscribers, and the company knows that 35 percent, of these are college Students 45 percent arc white-collar workers, 15 percent are blue collar and 5 percent are other. However, the company believes there is much variation in these groups.

    a. Is there a need for sampling justified in this situation? How?

    b. Which sampling technique would be most appropriate and why?

    c. Discuss how sample size can be computed and how it is related to sample error?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.