

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA/MBA(IB) (2018 Batch) (Sem.-2)
BUSINESS ANALYTICS FOR DECISION MAKING

Subject Code : MBA-201-18

M.Code : 76153

Date of Examination : 01-07-22

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 consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Answer the following questions in 2-3 lines :

1. Data vs. Information
2. Sampling
3. Hypothesis
4. Level of Confidence
5. Correlation
6. Business Forecasting
7. Deflation
8. Non-linearity

SECTION B

UNIT - I

9. What is primary data? Write a detailed note on salient features of a good questionnaire for collecting primary data.

10. Differentiate between probability and non-probability sampling methods. Discuss in detail the various probability sampling methods.

UNIT II

11. What is null and alternate hypothesis? Write a detailed note on the process of formulation and testing of hypothesis.
12. A survey indicates that 41% of American women consider reading as their favorite leisure time activity. You randomly select four women and ask them if reading is their favorite leisure- time activity. Find the probability that (a) exactly two of them respond yes (b) at least two of them respond yes and (c) fewer than two of them respond yes.

UNIT III

13. From the following information, you are required to compute the impact of change in area on house prices by using regression analysis.

House Price in Rs. Lakh	245	312	279	308	199	219	405	324	319	255
Area (Square Feet)'	1400	1600	1700	1875	1100	1550	2350	2450	1425	1700

14. What is business forecasting? Write a detailed note on the various methods of business forecasting.

UNIT IV

15. Define index numbers. Write a detailed note on the various methods of constructing index numbers alongwith their applicability with suitable examples.
16. Write a detailed note on the features and methods of time series analysis.

SECTION C

17. Case Study:

The Acme Company has developed a new battery. The engineer in charge claims that the new battery will operate continuously for at least 7 minutes longer than the old battery. To test the claim, the company selects a simple random sample of 100 new batteries and 100 old batteries. The old batteries run continuously for 190 minutes with a standard deviation of 20 minutes: the new batteries, 200 minutes with a standard deviation of 40 minutes.

Test the engineer's claim that the new batteries run at least 7 minutes longer than the old. Use a 5% level of significance.

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.