

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

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

Subject Code : MBA-201-18

M.Code : 76153

Date of Examination : 05-12-2025

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**

**1. Answer the following :**

- a) Inferential statistics
- b) Secondary data
- c) Continuous frequency distribution.
- d) Population and sample.
- e) Level of significance.
- f) Yule's co-efficient of association.
- g) Multi-collinearity
- h) Standard error

## SECTION - B

### UNIT - I

2. Explain the various methods that are used in collecting the primary data pointing out the merits and demerits in each of them.
3. Explain the purpose of classification and tabulation of statistical data. Describe the rules that serve as a guide in tabulating the statistical data.

### UNIT - II

4. What is statistical hypothesis? Discuss the procedure of testing a hypothesis.
5. In an examination at which 600 candidates appeared, boys outnumbered girls by 12% of all candidates. Number of passed candidates exceeded the number of failed candidates by 310. Boys failing in the examination number 80. Calculate coefficient of association between male sex and the success in the examination.

### UNIT - III

6. Explain briefly the various steps in Forecasting. Discuss the role of forecasting in business.
7. Define Simple, partial and multiple correlations. Explain each by giving suitable examples.

### UNIT - IV

8. **Write notes on :**
  - a) Importance of Time series in managerial decision making.
  - b) Splicing and base shifting in Index numbers.
9. **For the data given below :**
  - a) Fit a trend line by the method of semi-average.
  - b) **Calculate trend values using 3-yearly moving average :**

<b>Year :</b>	2011	2012	2013	2014	2015	2016	2017	2018
<b>Production :</b>	412	438	444	454	470	482	490	500

**SECTION - C**

10. A milk producer's Union wishes to test whether the preference pattern of consumers for its product is dependent on income levels. **A random sample of 500 individuals gives the following data :**

	<b>Product Preferred</b>		
<b>Income</b>	<b>Product A</b>	<b>Product B</b>	<b>Product C</b>
<b>Low</b>	170	30	80
<b>Medium</b>	50	25	60
<b>High</b>	20	10	55

On the basis of the data, can it be concluded that the preference patterns are independent of income levels? (For degree of freedom = 4, Table value = 9.49)

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**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.**