

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BBA DEGREE EXAMINATION MAY 2024**  
(First Semester)

Common to Branches – **BUSINESS ADMINISTRATION/ BUSINESS  
ADMINISTRATION (IS)/ BUSINESS ADMINISTRATION (RM)/  
BUSINESS ADMINISTRATION (LOGISTICS)**  
**MANAGERIAL STATISTICS**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the primary purpose of defining research objectives? a) To establish the scope of the research b) To conduct data analysis c) To write the research report d) To identify the research methodology	K1	CO2
	2	How do research objectives contribute to the overall research design? a) By providing a framework for data analysis b) By establishing a timeline for the research c) By ensuring effective communication with participants d) By guiding the research process and focus	K2	CO4
2	3	What is the primary objective of a scientific report? a) To entertain the readers      b) To persuade the readers c) To present research findings   d) To advertise a product	K1	CO2
	4	What is a common objective of scientific writing and communication? a) To obscure complex ideas b) To limit readers' understanding c) To convey information clearly and accurately d) To promote personal biases and beliefs	K2	CO4
3	5	In health statistics, what is the term used to measure the frequency of a particular sickness in a population during a specific period? a) Prevalence                              b) Cohort study c) Randomization                        d) Correlation	K1	CO2
	6	What is a common application of health statistics in public health policymaking? a) Promoting pseudoscientific beliefs b) Disregarding evidence-based practices c) Informing evidence-based decision-making d) Misrepresenting public health data for political gain	K2	CO4
4	7	Which measure of central tendency is not influenced by extreme values? a) Mean      b) Median      c) Mode      d) Variance	K1	CO2
	8	In a dataset with a skewed distribution, which measure of central tendency is the most appropriate to use? a) Mean      b) Median      c) Mode      d) Range	K2	CO4
5	9	Which statistical concept is used to determine the likelihood that a result occurred by chance? a) Confidence interval                      b) Variance c) P-value                                      d) Standard error	K1	CO2
	10	Which term refers to the probability of rejecting the null hypothesis when it is true? a) Type I error                              b) Type II error c) Power of the test                        d) P-value	K2	CO4

Cont...



**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain average cost, marginal cost and average revenue, marginal revenue?	K2	CO4
		(OR)		
	11.b.	Discuss sinking funds annuities, discount and present value?		
2	12.a.	Explain the range, quartile deviation and standard deviation?	K2	CO4
		(OR)		
	12.b.	Describe the absolute and relative measures of dispersion?		
3	13.a.	Define correlation and types with properties.	K3	CO1
		(OR)		
	13.b.	Explain regression and its uses with properties.		
4	14.a.	Describe cost of living index numbers.	K3	CO1
		(OR)		
	14.b.	Briefly explain components of time series.		
5	15.a.	Explain average, median and mode using excel.	K3	CO1
		(OR)		
	15.b.	Explain descriptive statistics, correlation and regression using excel.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16.	Give diagrammatic and graphical representation of bar, pie, box plot, histogram, Ogives and explain it.	K2	CO4
2	17.	Explain the properties and significance of measures of variations?	K2	CO4
3	18.	Briefly explain the followings. i. What is regression co-efficient? State some important properties of regression co-efficient. ii. State the utility of regression in economic analysis.	K3	CO1
4	19.	Explain the methods of constructing index number?	K3	CO1
5	20.	Briefly explain the followings. i. Difference between correlation and regression. ii. What is regression co-efficient? State some important properties of regression co-efficient. iii. State the utility of regression in economic analysis.	K3	CO1

Z-Z-Z

END