



PAPER- 104 BUSINESS STATISTICS AND RESEARCH METHODOLOGY

Objectives: To understand the concept of Research Methodology and use of statistical techniques for managerial decisions.

UNIT - I

Introduction to Business Statistics: Meaning, Use, Scope and Limitations, Measures of Central Tendency (Arithmetic Mean, Median, Mode, Geometric mean and Harmonic Mean)

UNIT - I

- **Measures of Variation:** Mean Deviation and Standard Deviation.
- **Measures of Skewness:** Karl Pearson and A. L. Bowley.

UNIT - II

- **Correlation:** Karl Pearson, Spearman rank difference and concurrent deviation Methods.
- **Linear Regression**
- **Probability Distribution:** Binomial, Poisson & Normal.

UNIT - III

- **Introduction and definition of business Research Methodology, Business Research process Design:**
- **Sampling and sampling distribution**
- **Scales of Measurement**

UNIT - IV

- **Collection of Data:** Survey and Observation, Data preparation. Questionnaire Design.
- **Test of Significance:** Large and Small sample tests.

UNIT -V

- **Using MS Excel for Statistical Functions,**
- **Chi-Square Test**
- **Analysis of Variance.**

Suggested Readings:-

- Gupta S.C. "Fundamental of Statistics", Himalaya Publishing House.
- Bajpai Naval, "Business Research Methods" Pearson Education.
- Bhanawat Shurveer S., "Business Statistics" Ramesh Book Depot. NewDelhi-Jaipur.
- Sharma K R, "Business Research Methods," National Publishing House.
- Sharma J K, "Business Statistics", Pearsons Education.