

201

**SCHOOL OF MANAGEMENT STUDIES
PUNJABI UNIVERSITY, PATIALA**

BUSINESS STATISTICS & RESEARCH METHODOLOGY

MBA (CC) – SEM 2nd 2019

ASSIGNMENT # 1 (Attempt Any 2 questions)

- Q # 1) Discuss the various Research Designs employed in Business Management Projects, with suitable illustrations.
- Q # 2) Explain the various Scaling Techniques in Research Methodology, with examples.
- Q # 3) List and explain the various Primary and Secondary Sources of Data Collection, giving suitable illustrations



ASSIGNMENT # 2 (Attempt Both questions)

Q # 4) The following bivariate frequency distribution relates to sales turnover (Rs in Lakhs) and money spent on advertising (Rs in '000s). Obtain the 2 regression equations

Sales Turnover (Rs in Lakhs)	Advertising Budget (Rs in '000s)			
	50 - 60	60 - 70	70 - 80	80 - 90
20 - 50	2	1	2	5
50 - 80	3	4	7	6
80 - 110	1	5	8	6
110 - 140	2	7	9	2

Estimate:

- (a) The Sales Turnover corresponding to an Advertising Budget of Rs 1,50,000.
- (b) The Advertising Budget to achieve a Sales Turnover of Rs 200 Lakhs.

Q # 5) The following table gives the frequency, according to the marks, obtained by 67 students in an intelligence test. Measure the degree of relationship between age and marks, and comment on it.

Test Marks	AGE (in years)			
	18	19	20	21
200 - 250	4	4	2	1
250 - 300	3	5	4	2
300 - 350	2	6	8	5
350 - 400	1	4	6	10



