

SYLLABUS

PANJAB UNIVERSITY

BBA, (2ND SEMESTER)

BBA122 : BUSINESS STATISTICS

Objective:

To impart the students about the basic knowledge of statistics.

Unit – I

Statistics-Definition, Functions, Scope, Usage and Limitations of Statistics.

Measures of Central Tendency : Types of Averages – Arithmetic Mean (Simple and Weighted), Median and Mode, Harmonic and Geometric Mean.

Measures of Dispersion : Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation.

Correlation Analysis : Meaning, Types, Measurement of Simple Linear Correlation, Karl Pearsons Correlation Coefficient Method, Rank Correlation Method (Excluding multiple correlations).

Regression Analysis : Simple Linear Regression, Why there are two Regression Lines, Estimation of Coefficient (Intercept and Slope Parameters). Properties of Regression Coefficient.

Unit – II

Measures of Dispersion, Skewness and Kurtosis.

Index Numbers : Meaning and Importance, Methods of Construction of Index Numbers: Weighted and Unweighted ; Simple Aggregative Method, Simple Average of Price Relatives Method, Weighted Index Method : Laspeyres Method, Paasches Method and Fisher's Ideal Method including Time and Factor Reversal Tests, Consumer Price Index.

Time Series Analysis : Components, Estimation of Trends (Graphical Method, Semi Average Method, Moving Averages Method and Method of Least Square), Seasonal Variation.