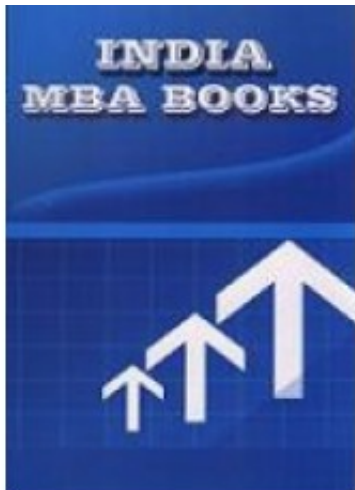


QUANTITATIVE METHODS FOR BUSINESS - II



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2.4 QUANTITATIVE METHODS FOR BUSINESS - II

OBJECTIVE

The objective is to provide basic knowledge of quantitative methods and their commercial application for decision making in business.

Unit 1: INTRODUCTION TO STATISTICS 04 Hrs

Background and Basic concepts: Introduction – Definition of Statistics – Functions – Scope – Limitations, Classification and Tabulation of Data.

Unit 2: MEASURES OF CENTRAL TENDENCY 14 Hrs

Introduction – Types of averages – Arithmetic Mean (Simple and Weighted) – Median – Mode – Graphic

location of Median and Mode through Ogive Curves and Histogram.

Unit 3: MEASURES OF DISPERSION AND SKEWNESS 14 Hrs

Part – 1: Measures of Dispersion : Meaning– Calculation of Absolute and Relative measures of

dispersion -Range – Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation.

Part – 2: Measures of Skewness: Meaning of Skewness - Symmetrical &Skewed Distributions- Measures

of Skewness - Absolute and Relative Measures of Skewness – Karl Pearson's Coefficient of Skewness and

Bowley's Coefficient of Skewness

Unit 4: CORRELATION AND REGRESSION ANALYSIS 14Hrs

Correlation – Meaning & Definition - Uses – Types – Probable error – Karl Pearson's & Spearman's Rank

Correlation (Excluding Bi-variate and Multiple correlation).

Regression – Meaning and Definition, Regression Equations - Problems

Unit 5: INDEX NUMBERS 10 Hrs

Meaning & Definition – Uses – Classification – Construction of Index Numbers – Methods of constructing

Index Numbers – Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index

numbers – Fisher's Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index –

Problems

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