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**Presidency University**

**Bengaluru**

**SCHOOL OF LAW**

**Make-Up Examinations, July 2024**

**Semester**: I

**Course Code**: BBL301

**Course Name**: Quantitative Techniques

**Program** : BBA ,LLB

**Date**: 02-07-2024

**Time**: 9:30AM-12:30PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any matter on the question paper other than roll number.*

**Part A**

**Answer any 4 Questions. Each question carries 5 marks. (4Qx 5M= 20M)**

1. Define Quantitative Techniques. (C.O.1) [Knowledge]

2. Enlist the names of various operation research techniques. (C.O.1) [Knowledge]

3. Explain the functions of statistics. (C.O.1) [Knowledge]

4. Mention the applications of statistics. (C.O.1) [Knowledge]

5. Explain various sources of data (C.O.1) [Knowledge]

6. Various techniques of presentation of data (C.O.1) [Knowledge]

**Part B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx10M=40M)**

7. Discuss the limitations of Quantitative Techniques. (C.O.No.1-5) [Comprehension]

8. What do you mean by correlation? Mention any four uses of it? (C.O.No.2) [Comprehension]

9. Discuss various techniques of data collection (C.O.No.2) [Comprehension]

10. Define the terms: i) Independent event; ii) Mutually exclusive event; iii) Equally likely Event. (C.O.No.3) [Comprehension]

11. List three common measures of central tendency used in business statistics. (C.O.No.2) [Comprehension]

12. How can a business use the concept of standard deviation in decision-making? (C.O.No.2) [Comprehension]

**Part C**

**Answer any 2 Questions. Each question carries 20 marks. (2Qx20M=40M)**

13. Design a business experiment to test the effect of a new marketing strategy on sales, outlining the statistical methods you would use to analyze the results. (C.O.No. 2) [Application.]

14. Evaluate the effectiveness of using correlation analysis in determining causation between two variables. (C.O.No. 2) [Application.]

15. Find the Mean & Standard Deviation from the following data: (C.O.No. 2) [Application.]

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| X | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 |
| Y | 15 | 30 | 53 | 75 | 100 | 110 | 115 | 125 |