

Dr. Babasaheb Ambedkar Open University
School of Commerce and Management
BBA SEMESTER- 2
BUSINESS STATISTICS (MDC) CREDIT-4

UNIT	CONTENT	Writer Contact Number
1.	Introduction to Statistics & Data Sources <ul style="list-style-type: none"> • Introduction • Objectives • Meaning and Definition of Statistics • Nature and Scope of Statistics • Applications of Statistics in Business • Data-Meaning • Types of Data • Primary Data • Secondary Data • Exercise 	
2.	Collection of Data & Tabulation <ul style="list-style-type: none"> • Introduction • Collection of data (qualitative and quantitative data) • Concept of Data • Primary and secondary data • Different type of scale • Tabulation • Types of Tabulation with Examples • Frequency Distribution and Its Types • Exercise 	
3.	Diagrams & Graphs <ul style="list-style-type: none"> • Introduction • Objectives • Significance of Diagrams & Graphs • Importance of Visual Presentation of Data • Types of Diagrams • Pie Diagrams • Structure Diagrams • Graphs • Exercise 	
4.	Measures of Central Tendency <ul style="list-style-type: none"> • Introduction • Meaning and objectives of Measure central Tendency • Arithmetic Mean • Median • Mode • Measures of Variations • Relationship, Applications and Limitations of Measures • Exercise 	
5.	Measures of Dispersion <ul style="list-style-type: none"> • Introduction • Objectives • Relative Measures of Dispersion • Quartile deviation • Exercise 	
6.	Standard Deviation <ul style="list-style-type: none"> • Introduction • Objectives • Standard deviation • Co-efficient of variation • Summary • Exercise 	

7.	Mean Deviation <ul style="list-style-type: none"> • Introduction • Objectives • Meaning and Definition of Mean Deviation --Merits and Demerits of Mean Deviation • Methods of measuring Mean Deviation • Exercise 	
8.	Correlation <ul style="list-style-type: none"> • Introduction • Objectives • Meaning • Types of Correlation • Techniques & Measuring correlation • Exercise 	
9.	Karl Pearson's Coefficient of Correlation <ul style="list-style-type: none"> • Introduction • Karl Pearson's Coefficient of Correlation formula • Skewness formula • Application of Karl Pearson's Coefficient of Correlation • Correlation coefficient from bivariate frequency table • Exercise 	
10.	Spearman's Rank Correlation <ul style="list-style-type: none"> • Introduction • Concept of Rank Correlation • Rank Correction Formula • Advantages and Disadvantages of Spearman's Rank Correlation • Exercise 	
11.	Regression Analysis <ul style="list-style-type: none"> • Introduction • Utility of Regression Analysis • Equation of straight line • Difference Between Correlation and Regression • Exercise 	
12.	Sampling <ul style="list-style-type: none"> • Introduction • Objectives • Basic Concept of Sampling • Sampling :Types • Methods of sampling • Sampling: Errors • Exercise 	
13.	Index Numbers <ul style="list-style-type: none"> • Introduction • Meaning and Concept of Index Numbers • Uses of Index Numbers • Issues in Construction of Index Numbers • Classification of Index Numbers • Methods & Tests for Index Number • Exercise 	
14.	Time Series Analysis <ul style="list-style-type: none"> • Introduction • Definition • Utility of Time Series Analysis • Essential Requirements of a Time Series • Models of Decomposition • Components of Time Series • Exercise 	