 University of Kerala  
 UoK -FYUGP

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| **University of Kerala** | | |
| Discipline: Statistics |  | Time: 1 Hour 30 Minutes (90 Mins.) |
| Course Code: UK1DSCSTA101 |  | Total Marks: 42 |
| Course Title: Business Data Analytics - I |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 3 Credit |  |  |

Part A. 6 Marks. Time: 6 Minutes  
Objective Type. 1 Mark Each. Answer All Questions

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| **Qn. No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| 1. | The scale of measurement which includes absolute zero is \_\_\_\_\_ | Remember | CO 1 |
| 2. | Data collected from government reports are examples of \_\_\_\_\_\_ | Remember | CO 2 |
| 3. | Complete enumeration is otherwise known as \_\_\_\_\_\_ | Understand | CO 3 |
| 4. | Name a non – probability sampling method | Understand | CO 3 |
| 5. | Histogram is a graphical representation of \_\_\_\_\_ | Understand | CO 4 |
| 6. | Which measure of central tendency is known as businessman’s average? | Understand | CO 4 |

Part B. 8 Marks. Time: 24 Minutes  
Short Answer. 2 Marks Each. Answer All Questions

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| **Qn. No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| 7. | Distinguish between primary data and secondary data | Understand | CO 2 |
| 8. | Explain simple random sampling | Understand | CO 3 |
| 9. | Plot a rough sketch of less than and more than ogives | Apply | CO 4 |
| 10. | Calculate the arithmetic mean of 10, 13, 9, 8, 17, 21 and 19. | Apply | CO 5 |

Part C. 28 Marks. Time: 60 Minutes  
Long Answer. 7 marks each. Answer all 4 Questions, choosing among options within each question.

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| **Qn. No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| 11. | A. Prepare an ungrouped frequency table for the data: 2, 5, 3, 5, 4, 6, 3, 7, 2, 7, 4, 6, 5, 6, 3 | Apply | CO 4 |
| B. Explain classification and tabulation | Apply | CO 4 |
| 12. | A. Calculate mean deviation about mean and standard deviation for the following frequency distribution:   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Marks | 10 | 12 | 14 | 15 | | No. of students | 4 | 7 | 6 | 3 | | Apply | CO 5 |
| B. Calculate the mean and standard deviation of the following data 10, 12, 22, 25, 31, 35 | Apply | CO 5 |
| 13. | A. Construct a histogram for the following frequency distribution.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Height (cm) | 150 - 160 | 160 - 170 | 170 - 180 | 180 - 190 | | No. of people | 5 | 10 | 9 | 6 | | Apply | CO 4 |
| B. Construct a greater than ogive for the following data   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Class | 0 - 10 | 10 - 20 | 20 - 30 | 30 - 40 | | Frequency | 5 | 10 | 16 | 4 | | Apply | CO 4 |
| 14. | A. Calculate coefficient of variation for the following data on runs scored by a batsman in an year.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Runs | 48 | 54 | 41 | 55 | | No. of matches | 7 | 12 | 11 | 5 | | Apply | CO 5 |
| B. The following data refer the scores of two batsman A and B. Find which player is more consistent.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | A | 20 | 25 | 22 | 23 | 27 | | B | 25 | 30 | 32 | 18 | 36 | | Apply | CO 5 |

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| **Cognitive Level** | **Marks** | **Percentage** |
| Remember | 2 | 4.8 |
| Understand | 8 | 19.0 |
| Apply | 32 | 76.2 |
| Analyse | 0 |  |
| Evaluate | 0 |  |
| Create | 0 |  |
| **TOTAL** | **42** | **100** |

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| **Course Outcomes** | **Marks** | **Percentage** |
| CO 1 | 1 | 2.4 |
| CO2 | 3 | 7.1 |
| CO 3 | 4 | 9.5 |
| CO 4 | 18 | 42.8 |
| CO 5 | 16 | 38.2 |
| **TOTAL** | 42 | **100** |