

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: II
Syllabus with Effect from: DECEMBER 2014

Paper Code: UM02CBBB06	Total Credits: 3
Title Of Paper: Business Statistics	

Unit	Description in detail	Weightage (%)
1	MEASURE OF CENTRAL TENDENCY AND DISPERSION Definition of statistics, scope of statistics, limitations of statistics. Types of data, primary and secondary data, construction of frequency distribution. Measures of central tendency (all for grouped and ungrouped data) – mean, median, mode, combined mean. Measures of Dispersion (all for grouped and ungrouped data) – Range, Mean deviation about mean, median and mode Quartiles, Quartile deviation, Coefficient of Quartile deviation, Standard deviation, Coefficient of variation.	25 %
2	LINEAR PROGRAMMING PROBLEM Nature, Meaning, Characteristics, Phases, Scope and limitations of operation research, linear programming problem (LPP) (example based). Applications of LPP, Assumption of LPP, Limitations of LPP, Graphical Method of solving LPP (Theory), Examples (except unbounded Solution).	25 %
3	TRANSPORTATION AND ASSIGNMENT PROBLEMS Method of obtaining initial basic feasible solution to transportation problem (1) North – West corner method, (2) Matrix minima method, (3) Vogel's approximation method. Assignment problems (minimization and maximization), Hungarian method.	25 %
4	ANALYSIS OF TIME SERIES Definition, meaning, uses, components and analysis of time series, Methods of finding trend (1) moving average method (3, 4 and 5 years). Computation of seasonal indices by simple averages.	25 %

Basic Text & Reference Books:

- Operation Research, S. D. Sharma, Kedar Nath Ram Nath & Co.
- Business Mathematics, Prin. G. C. Patel & Prof. A. G. Patel, Atul Prakashan.
- Business Statistics, B.S. Shah Prakashan.

