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MBA IV Sem(Main) Exam 2022
BUSINESS ANALYTICS
M-462 Business Forecasting
4M1483

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- 1) The question paper is divided in three parts.
- 2) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

Part A (Word limit 25 only)
All questions are compulsory

Q.1 What is forecasting?

Q.2 Define Delphi Method.

Q.3 What is primary Data?

Q.4 What are linear equations?

Q.5 What do you mean by autocorrelation?

Q.6 How to formulate Hypothesis?

Q.7 Define association of variable.

Q.8 What is meant by level of significance?

Q.9 Define time series analysis.

Q.10 explain the term Step Wise Regression.

10 x 2 = 20

Part B
Attempt any five questions

Q.1 What are the limitations of primary and secondary data collection techniques?

Q.2 Write notes on:

- a. Techniques of non-probability sampling.
- b. Importance of statistics in decision making.

Q.3 Discuss in detail the difference between correlation and regression.

Q.4. Discuss in detail the procedure of hypothesis testing?

Q.5 Discuss the applications of following:

- a. F-Test
- b. ANOVA test

Q.6 Discuss in detail the role of forecasting in business. Explain by citing examples

Q.7 What is Time Series Analysis? Discuss various methods of Time Series Analysis.

Q.8 Write notes on:

- a. Linear and non-linear equations in Time Series Analysis.
- b. Importance of Index numbers in managerial decision making

5 x 6 =30

Part C
Compulsory

Q.1 Solve the case study:

20

The local cable television company is planning to add one channel to its basic service. There are five channels to choose from, and the company would like some input from its subscribers. There are about 20,000 subscribers, and the company knows that 35 percent, of these are college Students 45 percent are white-collar workers, 15 percent are blue collar and 5 percent are other. However, the company believes there is much variation in these groups.

- a. Is there a need for sampling justified in this situation? How?
- b. Which sampling technique would be most appropriate and why?
- c. Discuss how sample size can be computed and how it is related to sample error?