Reg. No. : ....

Name : ....
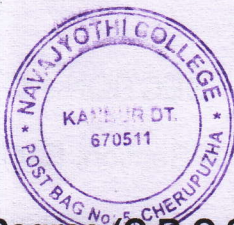
III Semester M.Com. Degree (C.B.C.S.S. – OBE-Regular) Examination, October 2024
(2023 Admission)
Open Elective Course
CMCOM 03O04 : DATA ANALYSIS IN BUSINESS RESEARCH

Time : 3 Hours   Max. Marks : 60

SECTION – A

Answer **any five** questions in this Section. **Each** question carries **3** marks.

1. Compare between Nominal, Ordinal and Scale data.

2. Examine (a) Data validation (b) Data editing.

3. Define Variables. Categorise the types of variables used in SPSS.

4. What are the assumptions of Non-Parametric tests ?

5. Which are the different measures of Central Tendency ?

6. Distinguish between Descriptive Analysis and Inferential Analysis.   (5×3=15)

SECTION – B

Answer **any three** questions in this Section. **Each** question carries **5** marks.

7. What is Data Analysis ? Discuss its relevance in business research.

8. The standard deviation of two samples of sizes 10 and 14 from two normal populations are 3.5 and 3 respectively. Examine whether the SD of the populations are equal.

9. Analyse the stages involved in Data Analysis.

10. Distinguish between Primary data and Secondary data with examples each.

11. Explain (a) Degrees of freedom (b) Levels of Significance.   (3×5=15)

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SECTION – C

Answer **any three** questions in this Section. **Each** question carries **10** marks.

12. Elaborate on the features, uses and applications of SPSS in Data Analysis.

13. Define Hypothesis. Examine the stages in Hypothesis testing.

14. Given the following data relating to social status and state of intelligence. Test if intelligence is related social status :

Social Status	Intelligence			Total
	Dull	Average	Brilliant	
Lower Middle	22	35	23	80
Middle	38	70	32	140
Upper Middle	60	20	20	100
	120	125	75	320

15. Describe the different types of Descriptive statistical analysis in business research.

16. Differentiate between Parametric tests and Non-Parametric tests in detail.

(3×10=30)