



Reg. No.:

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

STATISTICS

UK1DSCSTA101 - BUSINESS DATA ANALYTICS I

Academic Level: 100-199

2024 Admission onwards

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark
Each.Answer all questions

Qn No.	Question	CL	CO
1	Collecting the phone numbers of customers visiting a shop - is an example of Primary data. Say true or false?	RE	1
2	Histograms aredimensional diagrams	RE	4
3	Give any two methos of non-probability sampling	UN	2
4	Which scale of measurement has a true zero point?	UN	1
5	----- is the middle value in a data set when it is arranged in ascending or descending order	UN	5
6	The partition value which divides the data into four equal parts is called _____	UN	5

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain stratified sampling.	UN	3
8	Explain any two applications of statistics in business.	UN	1
9	A company wants to select 10 workers from a list of 200 arranged alphabetically. Which sampling method is suitable? Justify your answer.	AP	2
10	What do you mean by central tendency? Explain with an example.	AP	5

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer:7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	<p>A)</p> <p>Distinguish between probability and non-probability sampling? Give any three types of non-probability sampling? Create an example where data can be collected using snowball sampling?</p> <p>OR</p> <p>B)</p> <p>Define the term <i>scales</i> in statistics and apply the concept by identifying the appropriate scale of measurement by giving suitable examples.</p>	CR	2, 1
12	<p>A)</p> <p>Draw less than and greater than ogives for the given data and find the median?</p> <p>OR</p> <p>B)</p> <p>Explain the concepts of Skewness and Kurtosis. Describe their types and discuss their significance in interpreting the shape of a distribution</p>	AN	4, 5
13	<p>A)</p> <p>Calculate the mean deviation about mean and standard deviation for the given data?</p> <p>OR</p> <p>B)</p> <p>Two batsman A and B have the following scores in a series of matches</p> <p>A 74 101 482 6 71 14 0 77</p> <p>B 72 581 97 22 11 16 1 88</p> <p>Which batsman is stable. Justify your answer?</p>	EV	5, 4
14	<p>A)</p> <p>Calculate the mean, median and mode for the given data. Can you comment on the skewness of the data using these values?</p> <p>Class</p> <p>interval 0-20 20-40 40-60 60-80 80-100 100-120</p> <p>frequency 3 10 15 18 8 6</p> <p>OR</p> <p>B)</p> <p>What are the properties of a good questionnaire? Create a questionnaire with 10 questions to understand the spending habits of degree students?</p>	EV	5, 1