DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies - TC

Delhi School of Business
PGDM & PGDM (FINTECH) Program
END-TERM EXAMINATION, December 2023
TERM – II (Batch: 2023-25)

Course Name	Business Statistics	Course Code	
Duration	2.5 Hours	Max. Marks	60

Instructions:

1. For the questions to be answered in Excel, all the written work should be done in your Answer Scripts. Use Excel only to do the Tests.

Q.1 A Management Consultant company does a 3-day workshop on Project Management. It is sometimes presented to high-level managers, sometimes to mid-level managers and sometimes to low-level managers. The seminar facilitators believe that the evaluations of the seminar vary with the audience. The managers are asked to rate the seminar on a Likert scale from 1 to 10, with 10 being the highest. An ANOVA test was done to determine whether there was a significant difference in the evaluations according to the managerial level. The following output tables were obtained at a significance level of 5%.

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
High Level	5	38	7.6	0.8
Mid Level	7	62	8.857143	0.809524
Low level	6	35	5.833333	2.166667

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	29.60952381				0.000849	3.68232
Within Groups	18.89047619					
Total	48.5					

a) Write the Null and Alternative Hypothesis
b) Fill up the ANOVA table for the values of degrees of freedom, MS and F ratio values
c) Infer the results and write the managerial implications. (2+5+3 Marks) CO3

Q.2 Over the past decades or so, Starbucks has grown rapidly. As they add stores and increase the number of drinks, their sales revenue increases. Some data for the past seven years on the number of Starbucks stores, approximate sales revenue (in $ millions), number of different drinks sold and average weekly earnings of US production workers are given here. Develop a multiple regression model to predict the sales revenue by the number of drinks sold, number of stores and average weekly earnings. The data is given in the accompanying Excel sheet. Write all the steps for Multiple Regression and infer results. Significance level = 5%

Check whether all assumptions are satisfied. What are the key predictors of sales revenue? How strong is the model? (10 Marks) CO3

Q.3 A business analyst wants to determine whether the type of gasoline preferred is independent of a person's income. She takes a random survey of gasoline purchasers asking them whether they prefer Regular, Premium or Extra Premium kind of gasoline. She also asks them about their income level. The following frequency table was obtained.

Income (in $)	Regular	Premium	Extra Premium
Less than 30 k	85	16	6
30K to 49.99k	102	27	13
50k to 99.99k	36	22	15
100k and more	15	23	25

Using a Chi-Square test at a 0.01 level, the Business Analyst would like to know whether the preference for the kind of gasoline is independent of income level. (10 Marks) CO2

Q.4a) In industries where long-term projects are undertaken, the process of approval is a long drawn process. A consulting group claims that it can reduce the number of days in the approval process. The data in the accompanying Excel sheet show the number of days it took for approval before and after the intervention of the consulting group.

At a 0.01 level of significance, determine whether there is a significant drop in the number of days required to process the approval. (6 Marks) CO2

b) Explain the difference between homoscedasticity and heteroscedasticity. (4 Marks) CO1

Q.5a) According to US Bureau of Labor statistics, the average weekly earnings of a production worker was $867.60. Suppose a labour analyst wants to determine if the figure is still accurate today. The analyst randomly selects 54 production workers and finds the sample average to be $886.30. Assuming a population standard deviation of $63.90 and a 5% level of significance, determine whether the average weekly earnings of the production worker have changed. (5 Marks) CO1

b) A marketing manager of an enterprise is facing a decision to introduce a new product into the market or not. Marketing of the new product will be pursued only if the acceptance rate exceeds 30%. Otherwise, the new product will not be introduced in the market. A random sample of 200 consumers reveals that the acceptance rate is 32%. Using a significance level of 5%, perform the hypothesis testing and recommend your action. (5 Marks) CO1

6a) Employee suggestions can provide useful insights for management. Suppose a study is conducted to study whether there is a significant difference in the mean number of suggestions at Canon Corporation and Pioneer Electric Corporation. The study shows that an average number of suggestions per employee per year is 1.3 at Canon and 1 at Pioneer. Also, random samples of 36 and 45 were picked from Canon and Pioneer respectively. The population standard deviations at Canon and Pioneer stand at 0.7 and 0.4 respectively. At a 2% level of significance, is there a significant difference in the population means? (5 Marks) CO2

b) Perform hypothesis testing, to check if the variance is greater than 15.4. The sample size is 18 and the sample variance is 29.6. Assume a significance level of 0.01. (5 Marks) CO1

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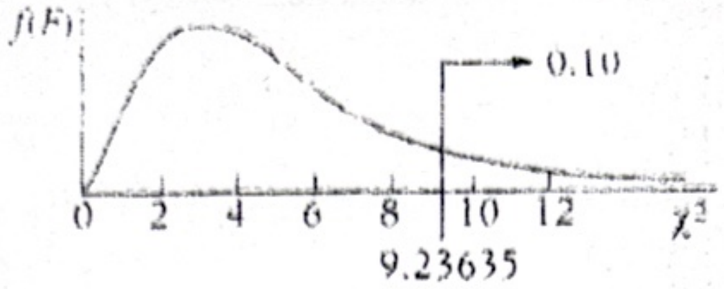
TABLE A.8 The Chi-Square Table

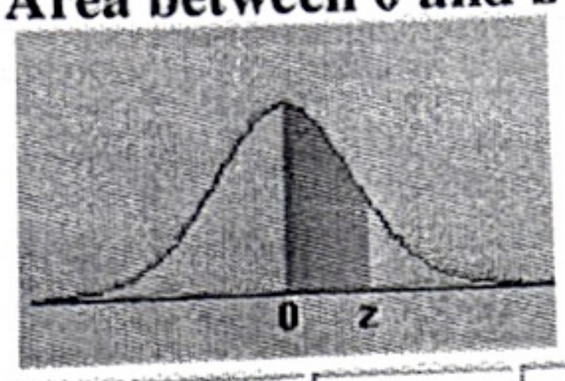
Values of χ^2 for Selected Probabilities



Example: df (number of degrees of freedom) = 5, the tail above $\chi^2 = 9.23635$ represents 0.10 or 10% of area under the curve.

Degrees of Freedom	Area in Upper Tail									
	.995	.99	.975	.95	.90	.10	.05	.025	.01	.005
1	0.0000393	0.0001571	0.0009821	0.0039322	0.0157907	2.7055	3.8415	5.0239	6.6349	7.8794
2	0.010025	0.020100	0.050636	0.102586	0.210721	4.6052	5.9915	7.3778	9.2104	10.5965
3	0.07172	0.11483	0.21579	0.35185	0.58438	6.2514	7.8147	9.3484	11.3449	12.8381
4	0.20698	0.29711	0.48442	0.71072	1.06362	7.7794	9.4877	11.1433	13.2767	14.8602
5	0.41175	0.55430	0.83121	1.14548	1.61031	9.2363	11.0705	12.8325	15.0863	16.7496
6	0.67573	0.87208	1.23734	1.63538	2.20413	10.6446	12.5916	14.4494	16.8119	18.5475
7	0.98925	1.23903	1.68986	2.16735	2.83311	12.0170	14.0671	16.0128	18.4753	20.2777
8	1.34440	1.64651	2.17972	2.73263	3.48954	13.3616	15.5073	17.5345	20.0902	21.9549
9	1.73491	2.08789	2.70039	3.32512	4.16816	14.6837	16.9190	19.0228	21.6660	23.5893
10	2.15585	2.55820	3.24696	3.94030	4.86518	15.9872	18.3070	20.4832	23.2093	25.1881
11	2.60320	3.05350	3.81574	4.57481	5.57779	17.2750	19.6752	21.9200	24.7250	26.7569
12	3.07379	3.57055	4.40378	5.22603	6.30380	18.5493	21.0261	23.3367	26.2170	28.2997
13	3.56504	4.10690	5.00874	5.89186	7.04150	19.8119	22.3620	24.7356	27.6882	29.8193
14	4.07466	4.66042	5.62872	6.57063	7.78954	21.0641	23.6848	26.1189	29.1412	31.3194
15	4.60087	5.22936	6.26212	7.26093	8.54675	22.3071	24.9958	27.4884	30.5780	32.8015
16	5.14216	5.81220	6.90766	7.96164	9.31224	23.5418	26.2962	28.8453	31.9999	34.2671
17	5.69727	6.40774	7.56418	8.67175	10.08518	24.7690	27.5871	30.1910	33.4087	35.7184
18	6.26477	7.01490	8.23074	9.39045	10.86494	25.9894	28.8693	31.5264	34.8052	37.1564
19	6.84392	7.63270	8.90651	10.11701	11.65091	27.2036	30.1435	32.8523	36.1908	38.5821
20	7.43381	8.26037	9.59077	10.85080	12.44260	28.4120	31.4104	34.1696	37.5663	39.9969
21	8.03360	8.89717	10.28291	11.59132	13.23960	29.6151	32.6706	35.4789	38.9322	41.4009
22	8.64268	9.54249	10.98233	12.33801	14.04149	30.8133	33.9245	36.7807	40.2894	42.7957
23	9.26038	10.19569	11.68853	13.09051	14.84795	32.0069	35.1725	38.0756	41.6383	44.1814
24	9.88620	10.85635	12.40115	13.84842	15.65868	33.1962	36.4150	39.3641	42.9798	45.5584
25	10.51965	11.52395	13.11971	14.61140	16.47341	34.3816	37.6525	40.6465	44.3140	46.9280
26	11.16022	12.19818	13.84388	15.37916	17.29188	35.5632	38.8851	41.9231	45.6416	48.2898
27	11.80765	12.87847	14.57337	16.15139	18.11389	36.7412	40.1133	43.1945	46.9628	49.6450
28	12.46128	13.56467	15.30785	16.92788	18.93924	37.9159	41.3372	44.4608	48.2782	50.9936
29	13.12107	14.25641	16.04705	17.70838	19.76774	39.0875	42.5569	45.7223	49.5878	52.3355
30	13.78668	14.95346	16.79076	18.49267	20.59924	40.2560	43.7730	46.9792	50.8922	53.6719
40	20.70658	22.16420	24.43306	26.50930	29.05052	51.8050	55.7585	59.3417	63.6908	66.7660
50	27.99082	29.70673	32.35738	34.76424	37.68864	63.1671	67.5048	71.4202	76.1538	79.4898
60	35.53440	37.48480	40.48171	43.18797	46.45888	74.3970	79.0820	83.2977	88.3794	91.9518
70	43.27531	45.44170	48.75754	51.73926	55.32894	85.5270	90.5313	95.0231	100.4251	104.2148
80	51.17193	53.53998	57.15315	60.39146	64.27784	96.5782	101.8795	106.6285	112.3288	116.3209
90	59.19633	61.75402	65.64659	69.12602	73.29108	107.5650	113.1452	118.1359	124.1162	128.2987
100	67.32753	70.06500	74.22188	77.92944	82.35813	118.4980	124.3221	129.5613	135.8069	140.1697

Standard Normal (Z) Table
Area between 0 and z



	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990