BACHELOR'S DEGREE PROGRAMME

[B.A.G/B.Com G/B.Sc G/B.A. (H)]

ASSIGNMENT 2022-23

For July 2022 and January 2023 Admission cycle

COURSE CODE: BECS-184

DATA ANALYSIS

SCHOOL OF SOCIAL SCIENCES

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI-68

Dear Students,

As we have informed you in the Programme Guide, evaluation at IGNOU consists of two parts: i) continuous evaluation through assignments, and ii) term-end examination. In the final result, assignments of a course carry 30% weightage while 70% weightage is given for term-end examination.

You will have to do three Tutor Marked Assignments (TMA) for a six-credit course and two TMAs for a four-credit course. This Assignment booklet has TMAs for the skill enhancement course **BECS- 184 Data Analysis** which is a four-credit course. The booklet therefore has two TMAs whose total marks add up to 100 and carry a weightage of 30%.

Assignment One is intended to test your ability to understand the topic in a systematic, to-the-point and coherent manner.

Assignment Two requires you to first analyse the topic in terms of arguments and explanations and then write the answers in a concise manner. They are meant to test your ability to distinguish, compare and contrast, or clear understanding of the concepts and processes.

Before you attempt the assignments, please read the instructions carefully provided in the Programme Guide. It is important that you write the answers to all the TMA questions in your own words. Your answers should be within the approximate range of the word-limit set for a particular section. Remember, writing answers to assignment questions will improve your writing skills and prepare you for the term-end examination.

As mentioned in the Programme Guide, you need to submit all the assignments within the stipulated time for being eligible to appear in the term-end examination.

The assignments should be submitted to the Coordinator of your Study Centre as per the following schedule:

1. **By 30th April, 2023 by the students who took admission in the Academic Cycle July, 2022**.
2. **By 31st October, 2023 by the students who took admission in the Academic Cycle January, 2023**.

You must obtain a receipt from the Study Centre for the assignments submitted and retain it. If possible, keep a xerox copy of the assignments with you.

The Study Centre will have to return the assignments to you after they are evaluated. Please insist on this. The Study Centre has to send the marks to the Student Evaluation Division at IGNOU, New Delhi.

We expect you to answer each question as per guidelines for each category as mentioned in the assignment. You will find it useful to keep the following points in mind:

1) **Planning:** Read the assignments carefully, go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.

2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

   Make sure that your answer:

   a) is logical and coherent;

   b) has clear connections between sentences and paragraphs, and

   c) is written correctly giving adequate consideration to your expression, style and presentation.

3) **Presentation:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize. Make sure that the answer is within the stipulated word limit.

DATA ANALYSIS
Tutor Marked Assignments

Course Code: BECS-184
Assignment Code: Asst /TMA /2022-23
Total Marks: 100

Assignment One

Answer the following questions. Each question carries 20 marks

$2 \times 20 = 40$

1. (a.) Compute and interpret the correlation coefficient for the following data:

X(Height)	12	10	14	11	12	9
Y (Weight)	18	17	23	19	20	15

(b) Explain step by step procedure for testing the significance of correlation coefficient.

2. (a.) A market research firm wants to estimate the share that foreign companies have in Indian market for certain products. A random sample of 100 consumers is obtained and 34 people in the sample are found to be users of foreign made products, the rest are users of domestic products. Give a 95% confidence interval for share of foreign products in the market.

(b) A salesman made a profit of Rs. 245 on a showpiece A for which average profit has been Rs. 200 with a standard deviation of Rs. 50. Later on the same day, he made a profit of Rs. 620 on a showpiece B for which the average profit has been Rs. 500 with a standard deviation of Rs. 150. For which of these two models is the salesman's profit relatively higher.

Assignment Two

Answer the following questions. Each question carries 12 marks.

5 X 12=60

3. a.) Discuss different measures of Central Tendency and the specific situation in which they could be used.
   b.) Marks of 20 students in Economics are: 70, 60, 80, 50, 65, 78, 81, 69, 72, 77, 58, 42, 62, 55, 82, 84, 64, 75, 59, 66 (Maximum marks are 100). Find the percentage of marks of each student. Also find out mean, median and mode using spreadsheet package. (Enclose screenshots of the spreadsheet in the assignment).

4. Explain the following:
   a. Non sampling errors
   b. Probability density curve
   c. Type I and type II errors
   d. Conjoint Analysis

5. a.) Frame a short questionnaire to identify social or economic impact of Covid 19 in your locality?

   b.) What are the various sources of Secondary data?

6. a.) What are the conditions when t test, F test or Z test are used?

   b.) A random sample of 100 recorded deaths in India during the past year showed an average life span of 71.8 years with a standard deviation of 8.9 years. Does this seem to indicate that the average life span today is greater than 70 years? Use a 0.05 level of significance.

7. Differentiate between:
   a. Quantitative and Qualitative Research
   b. Phenomenology and Ethnography
   c. Techniques of univariate data analysis
   d. ANOVA and MANOVA