



009

SABARAGAMUWA UNIVERSITY OF SRI LANKA
FACULTY OF GRADUATE STUDIES
MBA/PGD MASTER OF BUSINESS ADMINISTRATION
YEAR I SEMESTER I EXAMINATION (REPEAT)– JULY/ AUGUST 2020
STATISTICAL APPLICATIONS IN BUSINESS– MBA 313

Time allowed: **THREE (3) hours**

Answer any **FIVE (05)** questions.

- 1 i Discuss the four main scales of measurement of data (i.e. nominal, ordinal, interval and ratio) that are used to categorize different types of variables. (04 Marks)
- ii What is the level of measurement for each of the following variables? Justify your answer.
- a The age in years of the youngest member of each household
 - b Academic performance measured as “Pass” or “Fail”
 - c People’s attitude to smoking
 - d Proximity to the sea (coastal or non-coastal)
 - e Proximity to the sea (kilometers from the nearest coastline)
 - f Relative wealth (listed as “Poor” through to “Wealthy”) (06 Marks)
- 2 The mean number of hours of sleep for adults in the population of Sri Lanka is 6.8 hours. A researcher believes that the mean number of hours that undergraduates get per night is significantly different from adults in the population. The mean number of hours sleep in a sample of 25 undergraduates is 7.1 hours. The standard deviation of this sample is 0.87.
- i State both the null and alternative hypotheses. (02 Marks)
 - ii Write a decision rule that states when the researcher should reject the null hypothesis. (01 Mark)
 - iii Show all calculations needed to generate the appropriate statistic. (05 Marks)
 - iv State the conclusion the researcher is entitled to draw. (02 Marks)
- 3 i The average selling price of a new car is \$19,800 and the standard deviation is \$2300.
- a What proportion of new cars will sell for less than \$16,000? (03 Marks)
 - b Within what limits will the middle 95 per cent fall? (Assume a normal distribution.) (03 Marks)
- ii Write short notes of the followings.
- a Descriptive Statistics
 - b The Standard Normal Distribution (04 Marks)