BBA II Year	BBA-S304/404		Semester-V/VI		
	STATISTICAL SOFTWARE				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	04	50

OBJECTIVE: Familiarise students with a statistical package for data analysis related to the Statistics and Market Research papers and which will also help in the Research Project. Any user friendly statistical package depending on resources available at each institution can be used. For example SPSS, PSPP (open source)/ or any other equivalent. Some of the statistical analysis functions are also available in add in tools in Excel.

- Introduction- Data Entry, Storing and Retrieving Files, Statistics Menus, Generating New Variables
- Running Statistical Procedures – Data entry and interpretation of the output Descriptive Statistics
- T-tests,
- Chi Square test,
- One way ANOVA,
- Correlation,
- Linear regression including multiple regressions,
- Cluster analysis,
- Discriminant Analysis,
- Factor analysis/Principal Components Analysis

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.