



# SYMBIOSIS SKILLS AND PROFESSIONAL UNIVERSITY

## UNIT TEST – 1 (September 2020)

School: School of Retail Management

Program: BBA Retail Management

Course Name: Retail Data Analytics

Course Code: RETL 504 Sem: V

Duration: 1 Hr.

Total Marks: 30

### Instructions for Students:

1. ALL questions are compulsory.
2. All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date.
3. Upload your answers on Google Classroom well before time.
4. Submissions later than the time mentioned will not be accepted.
5. Figures to the RIGHT indicate the marks.

---

### Q 1. Answer any one of the following

(10 Marks)

A) Explain 4 types of data measurement techniques with examples.

OR

B) A salesman keeps a record of the number of shops he visits each day.

Shops visited	0 – 9	10 – 19	20 – 29	30 – 39	40 – 49
Frequency	3	8	24	60	21

Using this data, find:

1. the mean number of shops visited.
2. standard deviation.
3. median.
4. mode.

Q 2. Discuss advantages and disadvantages of primary data and secondary data sources in detail.

(10 Marks)

Q 3. Find the value of Chi-square to the following data and state whether the association between gender and types of shopping habits is significant. Test hypothesis at 5% level of significance where table value is 5.991.

(10 Marks)

		Shopping Habits		
		Methodological Shoppers	Impatient Shoppers	Thrifty Shopper
Gender	Male	60	75	45
	Female	40	55	80

---

Note: All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date