Programme Name	Master of Commerce
Semester	Third
Paper No	3.32
Course Code	
Course Name	Demography (Paper – 1)
Course Type	Elective Course
Effective from	JUNE 2012
Objective	To present a clear, simple and systematic and comprehensive explosion of the methods, principles and techniques of statistics in various discipline with special reference to commerce, management and economics and business.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
		Demography			
1	01	Demography Meaning and scope of demography, history and growth of demography measures of population growth, common measures of growth rate growth curves logarithmic exponential gompertz and logistic curves. Measures of mortality rates, neonatal and perainatal mortality rates, standardized, age specific death rate with numerical examples.	15	25	01
2	02	Life tables - scope importance and limitations of life tables Different methods as construction of life tables abridged life tables, numerical examples to illustrate these methods. Population projections methods of projection study of simple models for population projections	15	25	01
		Statistical Quality Control			
3	03	Cumulative sum control chart (CSC chart), construction of V-mark for CSC charts for attributes & variables with illustrations. Sampling Inspection plans-product versus lot control Double Sampling plans the attributes and is uses Sequential Sampling plans -sampling inspection plans for variables single Sampling plans when the Quality characteristics of lots is normal distributed with known and unknown standard deviation with upper and/or lower limits specified.	15	25	01

4	04	OC, ASN and AOQ of the above plans and their calculation for specific value parameter.	15	25	01
		Concept of total Quality management introduction to just-in time (JIT) Quality circles production idea of Taguchi approach to Quality management.			

Reference :

1. Ramkumar R.(1986) : Technical Demography wiley eastran
2. Pathak K.B. & Ram R.(1992) :Technical ofDemography analysis himalaya
3. Bhende A.A. & Kanitkar T(1985) : principal of population stu. himalaya
4. presesat R(1978) : statistical Demography Meth. & Co.
5. Bowker & Godde : sampling inspection plans for variables
6. Duncan A.J.(1965) : Quli. Control & Indu. sta. B.O. & sons
7. Ratani R.T. : sta. Qali. control Guj. nirman board
8. Duncan & Smith : Indistrial Statistice & Qali. control
9. Berry G.C. : market research McGaw Hill
10. Davar R.S.(1982) :Modern Marketing Management progressive Coporation pvt. ltd.
11. King :Quantitive Analysis for Market, Management
12. Philips kotlar : Scientific Marketing Management
13. Ravindran Philips & Solberg : O.R. principal & practice. (2nd Ed) john wlley Souh
14. Hillier & Lieberman : Operation Research.

Note : One Question from each unit with internal options. 60 % for examples and 40 % for theory weightage compulsory for each question. And each question should contain two or three sub-questions.