

# Business Environment By Francis Cherunilam.pdf

TABLE OF CONTENTS	
ACKNOWLEDGMENTS	5
LIST OF TABLES	8
1. INTRODUCTION	9
1.1 Background	9
1.2 Evolution of Missing Data Estimation Method	12
1.3 Missing Data Mechanisms	13
1.3.1 Missing Completely at Random	14
1.3.2 Missing at Random	15
1.3.3 Missing Not at Random	16
1.4 Strategies to Manage Missing Data	16
1.4.1 Case Deletion	16
1.4.2 List-Wise Deletion	17
1.4.3 Pair-Wise Deletion	18
1.4.4 Mean Substitution	20
1.4.5 Hot / Cold-Deck Imputation	21
1.4.6 Linear Regression Imputation	22
1.4.7 Multiple Imputation	23
2. LITERATURE REVIEW	25
3. METHOD	26
3.1 Multiple Imputation	26
3.2 Procedure for Analysis	26
3.3 Theoretical Support/Validation for Multiple Imputation	29
3.4 Advantages and Disadvantages of Multiple Imputation	31
4. RESULTS OF MONOTONE MISSING DATA PATTERN	34
4.1 Simulation	34

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Business Studies 53 Notes MODULE -3 Business Around Us 3 BUSINESS ENVIRONMENT Understanding the environment within which the business has to operate is very important

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## **What is Business Environment? definition and meaning**

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Definition of business environment: All of the factors, both internal and external, which influence the function of a business.

Internal factors include...

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2. K. Ashwathapa : Business Environment 3. Rudra Dutt: Indian Economy 4. Kuchhal S.C. : Industrial Economy of India 5. Ghose P.K. : Government & Industry

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