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MBA : 1ST SEM

SUBJECT: TWSL-QTB

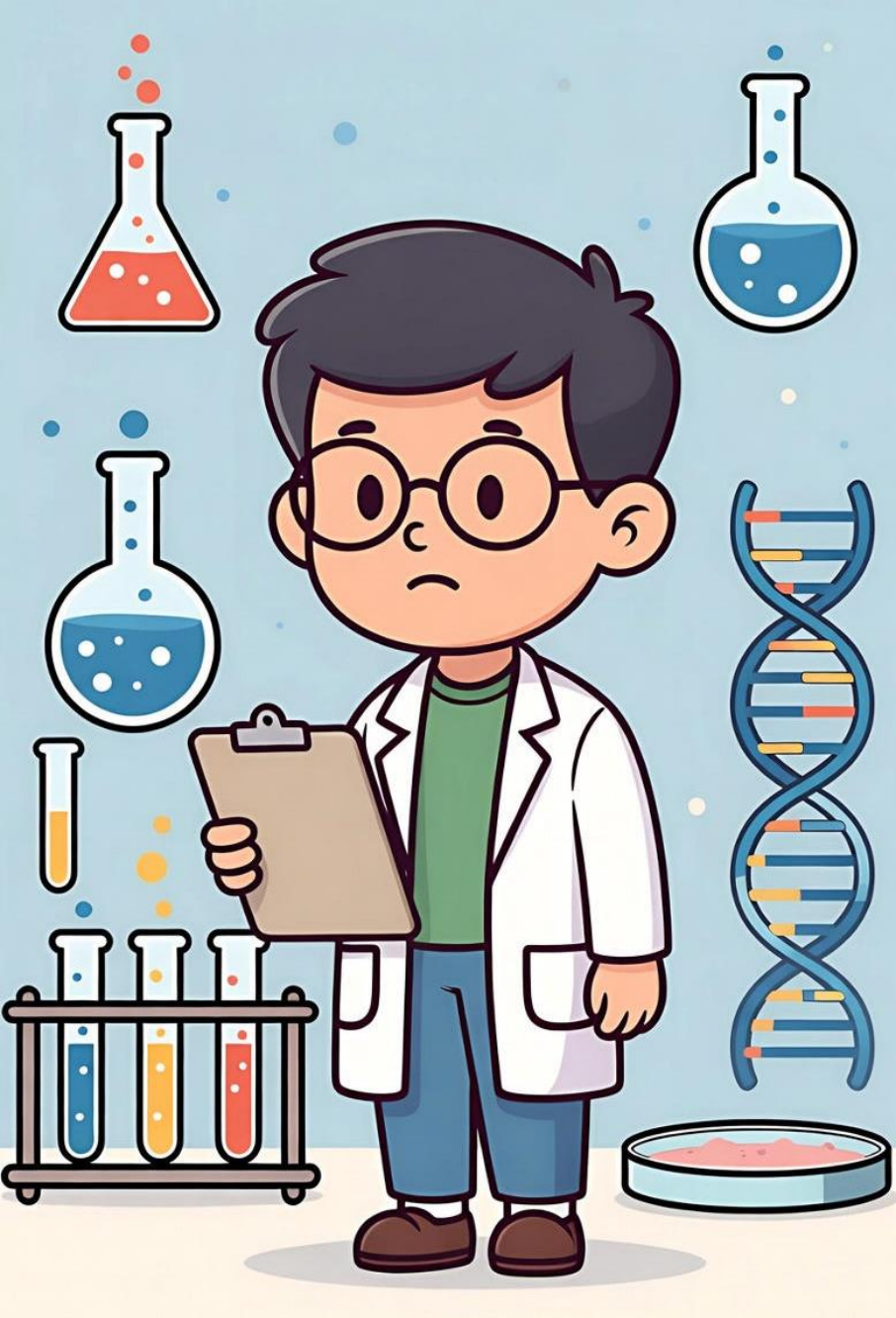
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NULL AND ALTERNATIVE HYPOTHESIS

MEANING OF HYPOTHESIS

- A statement that can be tested.
- Gives a direction to research.
- Helps in decision-making based on data.



NULL HYPOTHESIS (H_0)

- ASSUMES NO EFFECT, NO DIFFERENCE.
- RESEARCH TRIES TO REJECT H_0 .
- EXAMPLE: 'THERE IS NO DIFFERENCE IN SALES BEFORE AND AFTER ADVERTISING.'

ALTERNATIVE HYPOTHESIS (H1)

- Assumes there is an effect or difference.
- Accepted when H0 is rejected.
- Example: 'Advertising increases sales.'

H1

TYPES OF ALTERNATIVE HYPOTHESIS

1. ****One-Tailed (Directional)****

- Example: 'Boys score higher than girls.'

2. ****Two-Tailed (Non-directional)****

- Example: 'There is a difference in scores between boys and girls.'

REAL-LIFE BUSINESS EXAMPLE

Company launches a new training program.

- **H0:** The training program does not improve employee performance.
- **H1:** The training program improves employee performance.

DIFFERENCE BETWEEN H_0 AND H_1

H_0

- **BASIS :** H_0 (NULL HYPOTHESIS)
- **MEANING :** ASSUMES NO EFFECT,
NO DIFFERENCE
- **NATURE :** NEGATIVE
- **SYMBOL :** H_0

H_1

- **BASIS :** H_1 (ALTERNATIVE HYPOTHESIS)
- **MEANING :** ASSUMES AN EFFECT,
A DIFFERENCE
- **NATURE :** POSITIVE
- **SYMBOL :** H_1

STEPS IN HYPOTHESIS TESTING

1. Define H_0 and H_1 .
2. Select significance level (e.g., 5%).
3. Choose testing method.
4. Collect data.
5. Compare test results.
6. Accept or reject H_0 .

CONCLUSION

- Hypothesis testing helps make scientific decisions.
- H_0 assumes no difference; H_1 assumes difference.
- Research aims to gather evidence to reject H_0 .

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**THANK
YOU**