2412E1125   Candidate's Seat No :_____

MAV Sem-3 Examination
MAV-112
Understanding & Managing Data

Time : 2-30 Hours]   **December-2024**   [Max. Marks : 70

Instructions:

1) **Figures to the right indicate Full Marks.**
2) **Do not write anything on the question paper.**
3) **Do not use scientific calculator.**

1. What is data? Compare primary and secondary data along with the examples relevant to the aviation, hospitality and tourism industry.   *(14 Marks)*

Or

Explain Grouped and ungrouped data. Also write advantages and disadvantages of both.

2. Explain probability and non-probability sampling. Discuss its classification.   *(14 Marks)*

Or

Discuss qualitative and quantitative data types with examples from the tourism and hospitality sector.

3. What is data-based decision making? Write its process and importance in tourism and hospitality industry.   *(14 Marks)*

Or

Discuss performance measurement, why it is important in Aviation and Tourism industry? Also write about Key Performance Indicators.

4. What is sampling? Describe the types of sampling techniques and their relevance in service industry.   *(14 Marks)*

Or

Explain the different types of data collected by aviation and travel companies. Provide relevant examples.

5. Write Short Notes on following: (Any 3)   *(14 Marks)*

   a) Ms Word   b) MS Excel   c) MS PowerPoint

   d) Data Management   e) Research Ethics