

IMBAAVT Sem.-7 Examination

IMBAAVT-134

Understanding & Managing Data

December-2025

Time : 2.30 Hours]

[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? Write down various classification of Data. *(14 Marks)*
2. Explain probability and non-probability sampling. Discuss its classification. *(14 Marks)*

OR

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

3. What is Data Structure? Discuss its importance and application in hospitality and tourism industry. *(14 Marks)*

OR

Discuss Microsoft Excel. Write its features and use in data management and analysis.

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

OR

A 5-star hotel experiences a 30% drop in weekend occupancy for 3 consecutive months. The management wants to find the root cause and improve the situation. **Now think and act as a manager of the hotel and answer the following:**

- a) What primary data should the hotel collect from guests?
 - b) What secondary data sources can help understand the problem?
 - c) Suggest appropriate sampling methods for the research.
 - d) Recommend data-driven strategies to increase weekend occupancy.
5. Write Short Notes on following: (Any 2) *(14 Marks)*
 - a) Data Management
 - b) Performance Measurement
 - c) Research Ethics

