

MAV Sem.-3 Examination
MAV-112

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. Along with examples and their use explain the different types of data collected by aviation and travel companies. *(14 Marks)*

OR

Discuss qualitative and quantitative data types with examples. Also write their importance and application in tourism and aviation sector.

3. Discuss performance measurement and Key Performance Indicators, why it is important in aviation and tourism industry? *(14 Marks)*

OR

What is Data Structure? Discuss its importance and application in service industry.

4. Discuss Microsoft Excel. Write its features and application in data management and analysis. *(14 Marks)*

OR

A domestic airline has received increasing customer complaints regarding delayed flights, poor in-flight service and baggage handling issues. The management wants to conduct research to identify reasons and improve operations.

Now think and act as a manager of the airline company and answer the following:

- a) Identify the data types (qualitative & quantitative) the airline needs to collect.
 - b) Suggest a sampling technique suitable for collecting passenger feedback and justify your choice.
 - c) Recommend *three KPIs* that can help improve service performance.
 - d) Explain how data-based decision making can help reduce customer complaints
 - e) Recommend data-driven strategies to increase weekend occupancy.
5. Write Short Notes on following: (Any 2) *(14 Marks)*
 - a) Data based decision making
 - b) Sampling
 - c) Research Ethics

