

MTHM Sem.-3 Examination

MTHM-115

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 hospitality and travel companies. (14 Marks)

OR

- Discuss qualitative and quantitative data types with examples. Also write their importance and application in tourism and hospitality sector.
3. Discuss performance measurement and Key Performance Indicators, why it is important in hospitality 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 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 based decision making
 - b) Sampling
 - c) Research Ethics

