V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION
B.Sc. International Hospitality Management

Type: Semester End Assessment   Date: 25.04.2022

Term: 9   Total Marks: 25   Time Duration: 2 Hrs

Course Name: Data Analysis

Course Code: IHOH116   Instructor: Nisha Raj

This paper contains 03 pages in addition to the cover page.

Name: _____   Student Number: _____   Class: _____

Marks Obtained: _____   Faculty Signature: _____   Invigilator Signature: _____

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and avoid interacting or communicating with their peers.
- Students must enter the examination hall 10 minutes prior to the scheduled time of the examination.
- Students will carry only their essential Books, notes, pens, pencils, calculators and scales into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones and beeping watches are prohibited in the examination hall. The usage of electronic data banks is prohibited.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.
- Students will not be permitted to exit the examination hall 30 minutes prior to end time of an examination. A student leaving the room will have to return his/her paper to the faculty and the paper will be considered as completed.
- Students may be permitted to take a break under exceptional circumstances only if accompanied by an invigilator.
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Q. I Answer the following (Any 5) (10 marks)

1. Define Statistics in the plural sense and explain it briefly giving examples. (2 marks)

2. The monthly room occupancy for 'The High Five ', a popular five star hotel is as follows:

80,76,69,80,85,69,60,52,58,80,88,92

Calculate the mean, median and mode for the above data. (2 marks)

3. Explain Summary Statistics and what its measures of location are. (2 marks)

4. As a part of its CSR activity a Hotel Chain plans to conduct a door-to-door survey to identify the underprivileged in the nearby slum area, in order to supply essentials to them amid the lockdown. What are the steps that should be followed during the planning stage by the Hotel Chain to carry out this statistical survey (2 marks)

5. What do you mean by trimmed mean? Calculate a 10% trimmed mean for the following data: 5,4,7,6,8,10,11,0,7,18 (2 marks)

6. Explain briefly the types of statistical softwares giving appropriate examples.   (2 marks)

7. Coupons numbered 1 to 50 are mixed up and then a coupon is drawn at random. What is the probability that the coupon drawn has a number which is a multiple of 4 or 5? (2 marks)

8. Explain Primary Data with examples. Also give 1 each advantage and disadvantage of primary data. (2 marks)

Q. II Answer the following (Any 2)   **(10 marks)**

1. The interview scores of 200 candidates who appeared for an interview at Hotel Orchid were recorded and shown by the following frequency distribution.

Score %	Number of Candidates
10 - 19	7
20 - 29	11
30 - 39	20
40 - 49	46
50 - 59	57
60 - 69	37
70 - 79	15
80 - 89	7

Construct the cumulative frequency table.

Also answer the following.

(i) What do you mean by cumulative frequency?

(ii) How many candidates obtained less than 50 %?

(iii) What percentage of candidates obtained score between 60 – 90?

(iv) What is the difference between cumulative and relative frequency?

(v) What is cumulative relative frequency?

                                                                  (5 marks)

2. An event management company with around 20 employees, wants to carry out a survey about the company communications. It wants to look into evaluation of both internal and external communications. Through the survey it wants to check if the policies of the organization are being enforced across the board, both with employees and clients. They want to check for the satisfaction of both the employees and clients towards the policies and work culture of the company.

   a. What is the best way to carry out data collection for this kind of survey? Why ?

b. Give some merits and demerits of the above method you would be using.

c. Suggest some questions that could be put forth through the method you choose to get the required information (atleast 5). (5 marks)

3. The Conceirge of a Hotel has a register which records the number of enquiries from customers for the various events organized at the hotel. The number of enquiries recorded each day is as follows :

$$\{ 13, 2 , 7 , 12, 8 , 11 , 14 , 15 , 6, 22 , 8 , 23 \}$$

Answer the following questions with respect to the above problem.

a.   What is a box plot? What kind of summary statistic does it help you measure in the above case?

b.   What do you mean by quartiles? Find $Q1$, $Q2$, and $Q3$ for the above data set.

c.   Draw a box-and-whisker plot. depicting the above data set.

(5 marks)

Q. III. Answer the following (Any 1) **(5 marks)**

1. What is a Sample? Explain briefly the 2 sampling methods for survey sampling with one type of each. (5 marks)

2. What are the different types of questionnaires on the basis of structure and distinguishes of the questionnaire. Give atleast 2 sample questions for each. (5 marks)

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