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

Type: Semester End Assessment (SEA)   Date: 19/01/2023

Batch & Term: 2020 - 2023 & 8   Total Marks: 25   Duration: 2 hours

Course Name: Data Analysis   Course Code: IHOH116

Instructor: Ms. Nisha Raj Nair

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

Full Name of the Student: _____

Permanent Registration 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 should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators 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, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- 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.

Q. I Answer the following (any 5)   (10 marks)

1. Define statistics and differentiate between the singular and plural sense of statistics giving examples.   **(2 marks)**

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

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

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

3. Explain the different methods of conducting an interview for data collection.   **(2 marks)**

4. As a part of its CSR activity a Hotel Chain plans to conduct a door-to-door survey to identify the unemployed in the nearby slum area, in order to help them provide job opportunities. What are the steps that should be followed during the various stages of this statistical survey?   **(2 marks)**

5. Explain briefly the types of statistical software giving appropriate examples.   **(2 marks)**

6. Figure out the 20% trimmed mean for the number set {1, 7, 8, 3, 3, and 9}   **(2 marks)**

7. If a bag of coins consists of 47 white coins, 5 yellow coins, and 10 black coins, what is the approximate likelihood that a coin chosen randomly from the bag will not be black?
                                                                                 (2 marks)

8. Explain the difference between using a histogram and a bar chart for data analysis with examples.   **(2 marks)**

Q. II Answer the following in detail (any 2) (10 marks)

1. Female staff of a restaurant were interviewed about the distance between their stay and workplace. The data (in miles) was as follows:

   2, 5, 7, 3, 2, 10, 18, 15, 20, 7, 10, 18, 5, 12, 13, 12, 4, 5, 10

   i.   What is a frequency distribution table? What are the types of frequency distributions? Generate a frequency distribution table showing the relative frequencies for the above data.

   ii. What fraction of the employees surveyed commute 10 miles or more? Less than 10 miles? Between 7 and 18 miles? **(5 marks)**

2. A sound production company with around 30 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 number of bookings for a hotel from an online travel agent recorded each day is as follows:

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

   Answer the following questions with respect to the above problem.

   a. What do you mean by summary statistics? What are the 3 main characteristics of summary statistics?

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

c. What do you mean by quartiles? Give an interpretation of the above data using the quartiles. **(5marks)**

Q. III Answer the following in detail (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. Explain briefly any 2 criteria for classifying questionnaires, with at least 2 types of each criteria. **(5 marks)**

---The End---