

25U236

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UENG2MN101 - TRAVEL NARRATIVES FOR PRINT AND DIGITAL MEDIA

(English Language and Literature - Minor Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Mention one cultural difference Pico Iyer observed during his stopover. [Level:1] [CO1]
2. Mention one cultural or historical significance of Ayiramthengu highlighted in the newsletter. [Level:1] [CO1]
3. List three structural elements of a travel article. [Level:1] [CO2]
4. Define the term “copywriting” in the context of travel media. [Level:1] [CO2]
5. List two important aspects of photo release agreements in travel media. [Level:1] [CO2]
6. List two key features of the living root bridges of Meghalaya. [Level:1] [CO3]
7. Define the role of digital media in preserving traditional festivals like Onam. [Level:1] [CO3]
8. Define the term “sustainable tourism” in simple words. [Level:1] [CO4]
9. List three responsibilities of a travel journalist. [Level:1] [CO4]
10. List three skills required to be a successful freelance travel writer. [Level:1] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain how newspapers and magazines shape public interest in travel destinations. [Level:2] [CO1]
12. Summarize the impact of Sancharam on viewers' perception of global travel. [Level:2] [CO1]
13. Explain how personal experiences shape a travel writer's storytelling. [Level:2] [CO2]

14. Summarize the importance of sensory details in developing a travel story. [Level:2] [CO2]
15. Explain how SEO techniques help in improving the reach of travel blogs. [Level:2] [CO3]
16. Describe the impact of visual elements in successful travel vlogs. [Level:2] [CO3]
17. Compare destination marketing and event promotions in terms of audience engagement. [Level:4] [CO4]
18. Compare organic travel content with paid social media promotions. [Level:4] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any **one** question. The question carries 10 marks.

19. Analyze how the combination of travel blogging, vlogging, newsletters, and promotional literature creates a comprehensive tourism marketing strategy. [Level:4] [CO1]
20. Analyze how a well-crafted travel portfolio helps convey unique perspectives and enhances career prospects in travel storytelling. [Level:4] [CO4]

(1 × 10 = 10 Marks)
