

24U240

(Pages: 2)

Name : .....

Reg. No : .....

**SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025**

(FYUGP)

**CC24UENG2MN101 - TRAVEL NARRATIVES FOR PRINT AND DIGITAL MEDIA**

(English Language and Literature - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

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

1. Define the role of tourism newsletters in destination promotion. [Level:1] [CO1]
2. Mention two ways in which blogging influences travel decisions. [Level:1] [CO1]
3. Define the term “narrative voice” in travel writing. [Level:1] [CO2]
4. Recall one software tool that assists in self-editing. [Level:1] [CO2]
5. List three structural elements of a travel article. [Level:1] [CO2]
6. Mention two differences between travel podcasts and travel blogs. [Level:1] [CO3]
7. Mention one unique aspect of the documentary’s visual storytelling. [Level:1] [CO3]
8. List two responsibilities of a sustainable tourism advocate. [Level:1] [CO4]
9. Mention one major challenge faced by freelance travel writers. [Level:1] [CO4]
10. Recall one example of a successful destination marketing campaign. [Level:1] [CO4]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

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

11. Compare Pico Iyer’s stopover experience with conventional tourist experiences. [Level:4] [CO1]
12. Summarize the importance of travel brochures in tourism promotion. [Level:2] [CO1]
13. Explain the importance of obtaining photo releases for travel content. [Level:2] [CO2]
14. Describe the impact of structured storytelling on audience engagement. [Level:2] [CO2]
15. Summarize the importance of SEO techniques in increasing vlog visibility. [Level:2] [CO3]
16. Describe the role of local communities in the maintenance of living root bridges. [Level:2] [CO3]

17. Explain how travel journalists create impactful stories for global audiences. [Level:2] [CO4]
18. Summarize the importance of creative digital campaigns in travel social media management. [Level:2] [CO4]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

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

19. Analyze the role of Sancharam in promoting travel awareness and cross-cultural understanding in India. [Level:4] [CO1]
20. Analyze how a well crafted travel portfolio helps convey unique perspectives and enhances career prospects in travel story telling. [Level:4] [CO4]

**(1 × 10 = 10 Marks)**

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