

Roll No.:

END SEMESTER THEORY EXAMINATION JANUARY-2021

Program:	BHM	Year/Semester:	7th - Semester
Course/Subject:	Skill Enhancement for Media & Journalism in Hospitality	Duration:	03:00 Hrs
Course/Subject Code:	07010701	Maximum Marks:	60
		Batch:	2017

Instructions:-

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with diagram wherever required.

SECTION-A

(Very Short Answer Type Questions)

Note: All Questions are compulsory: -

[12X1=12 Marks]

S. No.	Question	Marks Allotted
1	Whose travel account is written in the book ' <i>Travels of Marco Polo</i> '?	1
2	Name any one country that Iban Batuta visited.	1
3	_____wrote a detailed description of India during the reign of Harsha in his book 'Si-yu-ki' or 'Record of the Western Countries'.	1
4	Who is the New York based Indian chef that appeared as one of the judges of Star Plus series Masterchef India?	1
5	Famous cooking show Khana Khazana was broadcasted on which TV channel?	1
6	Celebrity chef Sanjeev Kapoor is the owner of which TV channel?	1
7	Suppose You are an anchor of a travel show, what would be your opening sentence?	1
8	Name any one International celebrity chef.	1
9	What is the meaning of food blogger?	1
10	How can you create your Youtube channel?	1
11	How do brochures help in tourism promotion?	1
12	Write names of any two travel magazines.	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[4X2=8 Marks]

S. No.	Question	Marks Allotted
13	Name any two travel show.	2
14	Write a short note on David Rocco.	2
15	Write a short note on Travel shows.	2
16	Mention some aspects that you will cover in writing on Delhi as a destination.	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory:

[4X4=16 Marks]

S. No.	Question	Marks Allotted
17	Discuss 'cuisine' as a category of travel-writing.	4
18	Write a short note on Sanjeev Kapoor.	4
19	Give some tips on how to write effectively for Travel industry?	4
20	Discuss disadvantages of social media.	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[4X6=24Marks]

S. No.	Question	Marks Allotted
21	What are career opportunities in Travel journalism?	6
22	Discuss travel story of Iban Batuta.	6
23	Discuss impact of Social media on Hospitality industry.	6
24	Discuss different genre of Travel-writing.	6