

Roll No.:

END SEMESTER THEORY EXAMINATION OCTOBER-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]

S. No.	Question	Marks Allotted
1	Define TV Journalism.	1
2	What is the use journalism?	1
3	Define Tourism.	1
4	Write name of one famous chef.	1
5	Name any channel that telecast cooking shows.	1
6	Name any channel that telecast travelling shows.	1
7	Who is Sanjay Kapoor?	1
8	Name any hospitality magazine that is published all around the world.	1
9	Write any two types of Media.	1
10	Define Whatsapp.	1
11	What is the theme colour of Snapchat?	1
12	Who is a Chef?	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[4X2=8]

S. No.	Question	Marks Allotted
13	Who are the pioneers in Hospitality industry in World?	2
14	What is content writing?	2
15	Define TV Media. Give 2 examples.	2
16	Briefly explain any travelling channel.	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[4X4=16]

S. No.	Question	Marks Allotted
17	Brief Introduction to different types of Social Media.	4
18	Explain brief history of hospitality and tourism industry.	4
19	Explain a famous travel show in your words.	4
20	Write a introduction of Chef Vikas Khanna.	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[6X4=24]

S. No.	Question	Marks Allotted
21	How media is impacting travelling industry?	6
22	Write Down merits of Social Media.	6
23	Explain the connection between Media and travelling industry.	6
24	Write down your own experience of visiting a Hotel.	6