

Roll No.:

END SEMESTER THEORY EXAMINATION JANUARY-2021

Program:	Bachelor of Hotel Management	Year/Semester:	7 th - Semester
Course/Subject:	Skill Enhancement for Media & Journalism in Hospitality	Duration:	03:00 Hrs
Course/Subject Code:	07010704	Maximum Marks:	80
		Batch:	2016

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: -

[14X1=14 Marks]

S. No.	Question	Marks Allotted
1	What is the meaning of Journalism?	1
2	Name any two travel writer.	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
13	Whose travel account is written in the book 'Travels of Marco Polo'?	1
14	Name any one country that Iban Batuta visited.	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[5X2=10 Marks]

S. No.	Question	Marks Allotted
15	Give some tips on how to write effectively for Travel industry?	2
16	Name any two food/cookery show.	2
17	Name any two travel show.	2
18	Mention some aspects that you will cover in writing on Delhi as a destination.	2
19	Write a short note on Travel shows.	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[5X4=20 Marks]

S. No.	Question	Marks Allotted
20	Discuss 'cuisine' as a category of travel-writing.	4
21	What are the tips that you should keep in mind while writing for online magazine.	4
22	How can a person promote his restaurant on Social media?	4
23	Discuss disadvantages of social media.	4
24	Give some tips on how to write effectively for Travel industry?	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[6X6=36 Marks]

S. No.	Question	Marks Allotted
25	What are the career options in Travel journalism? What are the qualities that we need in a travel journalist.	6
26	Discuss tourism potential of India.	6
27	Write an article on any famous destination in India describing the main places to visit.	6
28	Discuss different genre of Travel-writing.	6
29	Discuss impact of Social media on Hospitality industry.	6
30	Discuss travel story of Iban Batuta.	6