

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:	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: -

[12X1=12]

S. No.	Question	Marks Allotted
1	Define Journalism.	1
2	What is hospitality journalism?	1
3	Define Tourism.	1
4	Write name of one famous chef.	1
5	Name any channel that telecast travelling shows.	1
6	Name any channel that telecast cooking shows.	1
7	Who was Hiuen Tsang?	1
8	Name any hospitality magazine in India.	1
9	Write any two types of Journalism.	1
10	Define Television.	1
11	What is the theme colour of Face book?	1
12	Who is a Journalist?	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 India?	2
14	What is creative writing?	2
15	Define Media. Give 2 examples	2
16	Briefly explain TLC channel.	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[6X4=24]

S. No.	Question	Marks Allotted
17	Brief Introduction to different types of 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 Sanjay Kapoor.	4
21	What are the current issues faced by journalists?	4
22	Explain Hospitality Photography.	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[6X6=36]

S. No.	Question	Marks Allotted
21	Write down your own experience of visiting a Hotel.	6
22	Write Down merits of Social Media.	6
23	Write down demerits of Social Media.	6
24	How media is impacting travelling industry?	6
25	How photography is changing Hospitality industry?	6
26	Write a brief history of Hospitality industry.	6