

School of Hospitality

**Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Jun 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem IV - I1UA401B - Travel Writing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

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| 1) | What are some common types of travel articles? | K1(2) |
| 2) | What is the rule of thirds in photography, and how can it improve composition? | K2(4) |
| 3) | How has travel writing evolved with the advent of digital technology and social media? | K2(6) |
| 4) | Explain the role of storytelling techniques in crafting compelling travel narratives. | K3(9) |
| 5) | Describe the evolution of travel writing in the digital age, and discuss its impact on the genre. | K3(9) |
| 6) | What are the basics of travel reporting, and how does it differ from other forms of journalism? | K5(10) |
| 7) | Explain the significance of narrative structure and storytelling techniques in captivating travel writing. | K4(12) |
| 8) | Discuss the importance of tourism brochure construction and design in attracting and informing potential travelers. | K5(15) |
| 9) | Explain how travel writing can contribute to community development and economic empowerment in destination areas. | K5(15) |
| 10) | Discuss the role of travel journalism in promoting off-the-beaten-path destinations and sustainable tourism initiatives. | K6(18) |