

School of Hospitality

Tourism
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - I1UA401B - Travel Writing

*Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary*

1. List and compare Photography and videography which is more powerful influencer. K1 CO1 (5)
2. Magasthenes is known "Father of Indian History." he is visited India in the period of Chandragupt maurya. He wrote a travel account Named Indica ,how did he describe India write a brief about the Greek traveller. K2 CO2 (5)
3. Differentiate between Travel Journals and Travelogues. K1 CO1 (5)
- 4) Explain what are the commonly used methods for referencing, citing, and creating bibliographies in academic writing? K3 CO3 (10)
- 5) Illustrate what travel writing meant for the general tourist, and try to see whether they succeed in arousing curiosity, giving interesting and useful information. K2 CO2 (10)
- 6) Explain what topics would constitute a cultural feature in your opinion, Write a cultural feature for Reader Digest. K3 CO3 (10)
- 7) Write a promotional letter to the UFTAA members of Switzerland introducing and inviting them to Kumbh Maha Mela at Allahabad. You are working as a Director of Marketing with UP Tourism. K4 CO4 (10)

OR

- Analyze & discuss the evolution of travel writing over a period of time? K4 CO4 (10)
- 8) Determine how does the use of fictional elements in travel writings provide a unique perspective and narrative structure? K4 CO4 (15)
 - 9) Travel portal writing is challenging and exciting at the same time. What are the points one needs to remember to write successfully for a Travel Web Portal, Explain? K5 CO5 (15)
 - 10) Elaborate on the concept of fair use and its relevance in copyright law, particularly in relation to academic research and writing? K6 CO5 (15)

OR

Explain how does travel literature engage readers' imaginations and evoke a sense of wanderlust? What storytelling techniques are commonly employed in this genre? K6 CO5 (15)