

experiences of travel reporting with the novices in the industry. [10]

UNIT-IV

8. 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 ? [10]
9. Write a detailed essay on flyers as a promotional literature. [10]

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Question Paper Code : 5377

B.B.A. (T) (Semester-IV) Examination, 2018

TRAVEL WRITING

[BTA-404]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, attempt **one** question from each of the units **I, II, III** and **IV**.

1. (a) Critically analyse any movie from TRAVEL GENRE (Around the world in eighty days, Walk in the woods, Harry met Sejal etc.). [10]
- (b) Write short notes on : [2x5 = 10]
- (i) Travelogues
 - (ii) Travel Stories
 - (iii) Travel Guides
 - (iv) Travel Journals
 - (v) Travel Blogs

- (c) Advertising is the crux for destination promotion. Discuss the statement by recalling an advert, poster or promotional literature of any state in India. [10]

UNIT-I

2. Discuss the evolution of travel writing over a period of time ? [10]
3. How would you attempt citation and reference for the under mentioned ? You are allowed to use any accepted referencing style : [2.5x4 = 10]
- (a) A newspaper article titled 'Journeys across India' penned by Mr. Arun Burn published in the Times of India Lucknow Edition on Thursday 03rd of May 2018 on page no 3.
- (b) A book chapter Tantalising Travelogues published in a book Travel Writings authored by Mr. Raman Singh published by Kank Publishing in the year 2018 at CA, USA.
- (c) A web article on Travel : Plan Early with no name of the author mentioned on the site <http://www.travelideas.ips//travelplans>. The article is

dated 23rd Jan 2017. NOTE : Any other detail needed in this reference please add at your end.

- (d) A book chapter Travel in the New Millennium contributed by John Simon in an edited book titled Travel Horizon edited by Mr. Ram Singh, Mr. Rajan Kothari and Mr. Shyaam Gulati published by Prakash Publishing in the year 2018 at Lucknow, India.

UNIT-II

4. What intricacies are involved in the creation of designing a brochure for travel and tourism ? Discuss in detail the finer nuances. [10]
5. Design a brochure with the limited resources you have in hand for a travel destination or a travel event. You will be marked on your ideation and your concept. [10]

UNIT-III

6. 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. [10]
7. As a seasoned travel reporter share your tips/