

QP CODE: D2BEG2403		(Pages: 2)		Reg. No	:	.....
				Name	:	.....
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2025						
MINOR COURSE						
ENG2MN101 : Travel Narratives for Print and Digital Media						
(Credits: 4)						
Time: 2 Hours				Maximum Marks: 70		
Section A						
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)						
1.	Detect why it is essential to secure consent before recording or quoting interviewees in travel narratives.	BL4	CO1, CO2, CO3, CO4, CO5, CO6			
2.	What is the purpose of developing a story arc before a trip?	BL2	CO5, CO6			
3.	What is SEO? Why is SEO important for travel content on the web?	BL2	CO4			
4.	Discuss the evolution of travel podcasts and their role in the travel content industry.	BL4	CO1, CO2, CO3, CO4, CO5, CO6			
5.	How to write a structured article? What are the key components of a structured article?	BL4	CO1, CO2, CO3, CO4, CO5, CO6			
6.	Discuss the role of Safari TV in promoting global travel and exploration.	BL4	CO1, CO2, CO3, CO4, CO5, CO6			
7.	What is the importance of character development in a travel narrative?	BL2	CO5, CO6			
8.	What is the significance of "Living Root Bridges" in Meghalaya?	BL4	CO1, CO3, CO6			
9.	What is the purpose of having a niche in travel content creation?	BL4	CO6			
10.	What are the key elements of a travel video?	BL4	CO4, CO5			
Section B						
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)						
11.	Describe how travel narratives can inspire readers to explore new destinations.	BL4	CO5, CO6			
12.	Examine the impact of digital rights in protecting travel narratives in the online space.	BL4	CO1, CO2, CO3, CO4, CO5, CO6			
13.	Analyze how the "A Traditional Onam Experience" YouTube video captures the essence of the cultural event.	BL4	CO3, CO4			
(PTO)						

14.	Evaluate the importance of portfolio preparation in securing employment or freelance opportunities in the travel content industry.	BL5	CO4
15.	Outline the key differences between writing travel content for a blog versus a newspaper.	BL5	CO1, CO2, CO5, CO6
16.	Analyse Iyer's approach to describing cultures and places. How does he ensure that his descriptions are both respectful and immersive?	BL4	CO1, CO2, CO3, CO4, CO5, CO6
17.	Explain the importance of pre-trip research in travel writing and how it contributes to the development of a structured article.	BL4	CO1, CO2, CO3, CO4, CO5, CO6
18.	Discuss the role and importance of podcasts in delivering travel content.	BL4	CO4, CO5, CO6
<b>Section C</b>			
<b>Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)</b>			
19.	Discuss the challenges and opportunities associated with monetising travel narratives in a competitive digital landscape.	BL3	CO1, CO2, CO3, CO4, CO5, CO6
20.	Analyze the technical and creative aspects of producing high-quality travel vlogs, including script writing, filming, editing, and distribution.	BL4	CO4
<b>CO : Course Outcome</b>			
<b>BL : Bloom's Taxonomy Levels</b> (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, – Evaluate, 6 – Create)			<b>5</b>