

QP CODE: D2BEG2403 (S1)		(Pages: 2)		Reg. No :	
				Name :	
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026 (Improvement / Supplementary - 2024 Admissions) Discipline Specific Core (DSC) Courses - Minor 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.	What is the significance of "place branding" in tourism?	BL4	CO2, CO3, CO5, CO6		
2.	Compare Iyer's emotional reaction to Narita with a typical tourist's reaction to an airport town. How are they different?	BL5	CO1, CO2, CO3, CO5, CO6		
3.	Explain the significance of pre-trip research in crafting a compelling travel narrative.	BL2	CO5, CO6		
4.	Why is the stage of rewriting and self-editing essential in creating compelling travel narratives?	BL3	CO1, CO2, CO3, CO5, CO6		
5.	What is the purpose of using anecdotes in travel writing?	BL2	CO5, CO6		
6.	What is SEO? Why is SEO important for travel content on the web?	BL2	CO4		
7.	What is the importance of scriptwriting for vlogs?	BL2	CO4		
8.	Comment on any three career prospects in travel content creation.	BL2	CO5, CO6		
9.	Why is portfolio preparation important for freelancers?	BL3	CO3, CO4		
10.	Define sustainable travel.	BL2	CO2		
Section B					
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)					
11.	Explain the importance of authenticity in travel narration.	BL2	CO1, CO5, CO6		
12.	How does digital media influence the creation and distribution of travel content?	BL5	CO4		
13.	Discuss the craft of developing characters and incorporating dialogues in travel narratives, and their impact on reader engagement.	BL5	CO5, CO6		
(PTO)					

14.	Discuss how personal bias can affect the objectivity of travel reporting and how to mitigate it.	BL4	CO5, CO6
15.	Discuss the narrative and visual elements that make Neelima Vallangi's "The Legacy of Living Root Bridges of Meghalaya" blog post engaging.	BL4	CO3, CO4
16.	Analyze how the "A Traditional Onam Experience" YouTube video captures the essence of the cultural event.	BL4	CO3, CO4
17.	Explore the potential of travel podcasts as a medium for engaging audiences and building a career in audio storytelling.	BL4	CO4, CO5, CO6
18.	Discuss the process of creating compelling travel videos, from concept to editing.	BL4	CO1, CO4, CO5

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19.	Evaluate Santhosh George Kulangara's "Sancharam" as a significant contribution to travel documentation and cultural preservation, discussing its impact on viewers.	BL5	CO3, CO5, CO6
20.	Comment on the significance of equipment quality and editing in enhancing the overall production value of a podcast.	BL4	CO1, CO2, CO3, CO4, CO5, CO6

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)