

A

(Printed Pages 3)

Roll No. _____

ITS-3577

B.B.A. (T) (Fourth Semester)

Examination, 2015

TRAVEL WRITING

(BTA-404)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Attempt **one** question from each Unit.

1. Write short notes on any **five** with examples :

5×6=30

- (a) Travel guide
- (b) Wiki voyage
- (c) Travelogue
- (d) Tourist brochure
- (e) Travel writing
- (f) Basics of travel reporting

P.T.O.

(2)

Unit - I

2. Define tourism brochure. Write methods of designing a travel brochure. 10
3. Design a travel brochure for ABC tours and travels for, promoting a new tourism product 'Culinary Tourism of Lucknow.' 10

Unit - II

4. What is an advertising flyer or hand bill? Write steps of constructing an advertising flyer. 10
5. What is the role of travel writing in advertisement posters? Construct a small advertisement poster for an education fair in University of Lucknow. 10

Unit - III

6. What is referencing and its importance? Give the steps of referencing. 10
7. What is the role of photography and videography in promoting tourism? 10

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Unit - IV

8. Write a travel article in about 450-500 words on travel in India. 10
9. Write a travel article in about 450-500 words on 'My Study Tour'. 10

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