

A

(Printed Pages 3)

Roll No. _____

ITS-3584

B.B.A. (T) (Semester - IV) Examination, 2015

(BP/OC & Exemp.)

Travel Writing

(BTA-405)

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** of the following:
ing: 5×6=30
 - (a) Size of paper
 - (b) Advertising
 - (c) Essays
 - (d) AIDCA
 - (e) Indian copyright Act
 - (f) Style of writing

P.T.O.

(2)

Unit - I

2. What is a brochure? Explain and also discuss the contents of a brochure. 10
3. What is the importance of writing? What can be the various travel topics which can be written about? 10

Unit - II

4. Write short notes on the following: 5+5
 - (a) Travel journals
 - (b) Travel guides
5. Write short notes on the following: 5+5
 - (a) Size of brochures
 - (b) Travel articles

Unit - III

6. Write short notes on the following: 5+5
 - (a) Importance of photography and videography in promoting tourism.
 - (b) Travel reporting
7. Explain the importance of promotional letter and also enumerate the steps of writing it. 10

(3)

Unit-IV

8. Aviation and hospitality is an important segment of travel and tourism industry. Explain. 10
9. What is a handbill? Explain in detail. 10