

QP Code: D 123111		Total Pages: 2	Name:
		Register No.	
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025			
ENGLISH			
ENG2MN101- Travel Narratives for Print and Digital Media			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Figure out why cultural elements resonate with travel audiences.		
2	Classify the primary purpose of the <i>Sancharam</i> travel series.		
3	Compare Iyer's emotional reaction to Narita with a typical tourist's reaction to an airport town. How are they different?		
4	Classify the types of mangroves found in Ayiramthengu and their significance to the ecosystem.		
5	Classify the important steps involved in pre-trip research for creating effective travel narratives.		
6	Diagnose why a travel article should avoid clichés, and classify some common examples of overused phrases in travel writing.		
7	Diagnose the importance of securing copyright for original travel content and identify the potential risks of not doing so.		
8	Detect how captions and hashtags correlate with audience engagement on social media platforms.		
9	Analyse how Neelima Vallangi introduces cultural and historical context to enrich the narrative in her blog post. How does this strategy enhance the blog's appeal to readers interested in travel?		
10	Examine how A Traditional Onam Experience contributes to cross-cultural understanding through the lens of a non-Indian host.		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Prepare a social media post promoting responsible wildlife tourism.		
12	Capture Iyer's approach to describing cultures and places. How does he ensure that his descriptions are both respectful and immersive?		
13	Identify the ways current travel trends guide the selection of story topics.		
14	Analyse how thorough pre-trip research contributes to the overall quality and depth of a travel narrative.		
15	Design a caption strategy for a travel vlog to attract diverse audiences and boost engagement.		
16	Explore the effectiveness Neelima Vallangi's blog post "The Legacy of Living Root Bridges of Meghalaya" in achieving its purpose.		
17	Diagnose the challenges faced by solo podcasters and explore strategies to effectively overcome them.		

18	Analyse the role of networking for freelance travel writers in establishing themselves in the publishing industry.
Section C	
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)	
19	Construct a strategy to incorporate sustainability into your travel writing. How would you ensure your content advocates for responsible tourism, similar to Santosh Kulangara's approach?
20	Develop a travel vlogging project that incorporates both personal experience and educational elements, ensuring that the content is both entertaining and informative while maintaining viewer engagement.