F 6256 (Pages : 2) Reg. No.....

Name.....

B.Voc. DEGREE EXAMINATION, OCTOBER 2021

Sixth Semester

TRAVEL JOURNALISM

(For B.Voc. Programme in Tourism and Hospitality / Tourism and Hospitality Management)

[2014 Scheme]

Time : Three Hours Maximum : 80 Marks

Part A

Answer **all** *questions in one* **or** *two sentences each.*
Each question carries 1 *mark.*

1. Define Public Relations.
2. What is Mass Communication?
3. What is Editing?
4. What is web journalism?
5. What is electronic media?
6. What is virtual reality?
7. Define Conference.
8. What is MICE?
9. What is Graphics?
10. What is advertisement?

(10 × 1 = 10 marks)

Part B

Answers any **eight** *of the following in not more than* 50 *words.*
Each question carries 2 *marks.*

11. What is media ethics?
12. What is Image building?
13. What is Travel Blog?
14. What is Visual Media?
15. What is digital literacy?
16. What is a news letter?

Turn over

17. Who is a news reporter?
18. What is social media?
19. What is social marketing?
20. What is picture editing?
21. Why media policy is important?

(8 × 2 = 16 marks)

Part C

Answer any **six** *of the following in not more than* 100 *words.*
Each question carries 4 *marks.*

22. What are the basic principles of PR?
23. What are the skill sets required for a Public Relation Officer?
24. Write a note on Goodwill?
25. What is journalism?
26. Write a note on print media in Kerala.
27. Examine the responsibilities of an Editor.
28. What is media representation?
29. State the significance of Caption.
30. What is digital platform?
31. Write a note on Ethics in Journalism.

(6 × 4 = 24 marks)

Part D

Answer any **two** *of the following in not more than* 400 *words.*
Each question carries 15 *marks.*

32. Give an account of various theories of Mass Communication.
33. Examine the scope of Journalism as a career in Tourism.
34. Discuss the role of PR in promoting tourism business.
35. Explain the basic principles of Journalism.

(2 × 15 = 30 marks)