



AJEENKYA

D Y PATIL UNIVERSITY

Summer End Term Examination (July 2019)

School: School of Hotel Management

Program: BHM

Course: Food Journalism and Analyst

Course Code: HOM112

Semester: IV

Max Marks: 50

Duration (mins): 120 Min

Note: 1. Figures to the right indicates full marks.

Q1 Answer the following

- 1) Distinguish between the following any 2 points in each (4 Marks)
Plants as a source of food and Animals a source of food
- 2) What is food blogging, mention any 8 points and explain (8 Marks)

Q2) Answer the following any 2

- 1) What is food journalism – the variety of food writing? (8 Marks)
- 2) The skills of a good food writer
- 3) Jobs in the Food Industry only name them

Q3) Answer in brief any 1

- 1) What is recipe development and recipe testing? (10 marks)
- 2) What are the things to remember while you write a blog only name any 10 points and also explain what food blog is?

Q 4) Define the following any 5

- 1) Food writing (10 Marks)
- 2) Food blogging
- 3) Recipe development
- 4) Recipes
- 5) Journalism
- 6) Travelogues

Q5) Answer the following any 5

- 1) What is food styling? (10 Marks)
- 2) What is web content writing?
- 3) Travel writing?
- 4) What are cook books?
- 5) Define feature writing?
- 6) Copywriting