



Uva Wellassa University
Faculty of Animal Science and Export Agriculture
BSc in Tea Technology and Value Addition



End Semester Examination Feb/March 2012
Year I Semester I
An Overview of Tea Industry (TEA 141-1)

Instructions

Answer **three (03)** questions only.

No. of questions : Four (04)

No. of pages : One (01)

Total marks allocated : 40%

Time : One Hour (01 hr)

1. Briefly explain the broad market strategies that the Sri Lankan Tea Industry can adopt to maintain its comparative advantage in the global tea market.

2. Write short notes on the following;
 - a. Factors affecting the cost of production
 - b. The tea distribution chain
 - c. Changes of ownership and management
 - d. Benefits of tea consumption

3. The global market for tea is subjected to a web of underlying forces generated by its characteristic system of production, sale, value adding, and retail distribution. The industry dynamics are influenced by **five major forces**. Discuss those **five forces** in brief.

4. Discuss the strengths and the weaknesses of Sri Lankan Tea Industry.