

Third Year Second Semester Examination –December/January 2017

ESS 301-1 Communication Skills for Media and Public Relations

Instructions to candidates:

Answer any **two (02)** questions from the following.

No. of pages	: One (01)
No. of questions	: Four (04) Essays
Time allocation	: One (01) Hour
Marks allocated	: 40 Marks

01) Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their public. Define public relations and its importance for travel and tourism sector in Sri Lanka.

(20 Marks)

02) Public relations is about building relationships and connecting with audiences. Discuss how to adopt public relation strategies in the hospitality industry.

(20 Marks)

03) Mass media is the primary means of communication used to reach the vast majority of the general public. Discuss the role of contemporary mass media in contributing to the development of tourism industry in Sri Lanka.

(20 Marks)

04) Public relations represent all the activities that a hospitality and travel organization engages in maintaining or improving its relationship with other organizations and its individuals. Discuss how public relations activities can contribute to the development of tourism industry in Uva province.

(20 Marks)

