



B.Sc in Tea Technology & Value Addition
Faculty of Animal Science & Export Agriculture
Uva Wellassa University

Year I Semester I
End Semester Examination - January 2009

An Overview of Tea Industry (TEA 141-1)

Instructions

Answer **three (3)** questions only

No. of questions : Four (04)
No. of pages : One (01)
Time : One Hour (01hr)
Total marks allocated : 40/100

1. Discuss the strengths and weaknesses in Sri Lankan Tea Industry
2. Briefly explain the forces that influence competition in the tea industry
3. Write short notes on the following
 - a. Changes of ownership and management in Tea Industry
 - b. Value addition to tea
 - c. Tea auctions
 - d. Factors affecting the cost of production of tea
4. Briefly explain 3 major strategic options that could help the Sri Lankan Tea Industry create a defensible position and outperform its competition in the long – run