

PART II – Essay Questions**Section A**

01. "The relationship between consumer (traveler) expectations and perceived product performance determine postpurchase satisfaction or dissatisfaction". Do you agree with this statement. Discuss.

(10Marks)

02. Industrial revolution drastically brought major changes in the tourism industry and it contributed to a great expansion and development of the industry in the world. Explain how this industrial revolution affect to the development of tourism industry.

(10Marks)

Section B

03. Commercial hospitality ventures could be classified based on four major categories. Describe each category with relevant examples from practical environment.

(10 Marks)

04. To create enduring relationships between hosts and guests in commercial hospitality, it is significant to consider the unique attributes required by the employees in the service encounters. Briefly describe.

(10 Marks)

Section C

05. The event budget is a projection of the income and expenditure that the event will incur based on plans made and information gathered. There are some basic rules to follow when the event budget is prepared. Explain three (03) basic rules briefly.

(10Marks)

06. "Events are becoming as an integral and major part of tourism development and marketing strategies". Do you agree with the statement? Explain your answer with related examples from Sri Lankan context.

