



Uva Wellassa University
Faculty of Management



THIRD YEAR SECOND SEMESTER EXAMINATION –AUGUST/SEPTEMBER 2014

ESS 301-1 Communication Skills for Media and Public Relations

Instructions to candidates:

No. of pages : One (01)
No. of questions : Five (05)
Time allocation : One (01) Hour
Marks allocated : 100 Marks

Answer Question No. **1** and any other two (02) questions.

- 01) Explain how public relations is important to develop tourism in Sri Lanka while giving examples. Write an analytical description about 150 words.
(40 Marks)
- 02) Describe the role of modern mass media in developing global tourism industry. (About 100 words)
(30 Marks)
- 03) How the globalization make an impact on Sri Lankan tourism industry. Discuss.(About 100 words)
(30 Marks)
- 04) Explain how to utilize local mass media applications to promote tourism in Uva province.(About 100 Words)
(30 Marks)
- 05) What are the functions of public relations essentially required for the hotel industry? Clarify your answer. (About 100 Words)
(30 Marks)