



THIRD YEAR SECOND SEMESTER EXAMINATION - SEPTEMBER/OCTOBER 2015

ESS 301-1 Communication Skills for Media and Public Relations

Instructions to candidates:

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

Answer any **two (02)** questions.

- 01)** Define public relations and its elements while giving examples from the tourism industry.
(20 Marks)
- 02)** Describe the role of modern mass media in contributing to the development of tourism industry in Sri Lanka.
(20 Marks)
- 03)** Define mass media and describe functions of mass media with examples from the tourism industry.
(20 Marks)
- 04)** Explain the methods and tools of public relations that can be used to develop tourism industry in Uva Province.
(20 Marks)