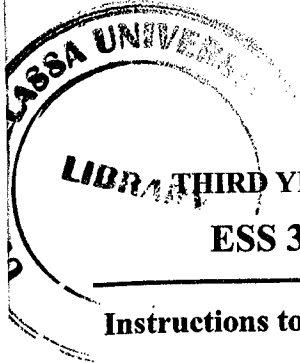


**Uva Wellassa University
Faculty of Management**



**THIRD YEAR SECOND SEMESTER EXAMINATION – JANUARY/FEBRUARY 2016
ESS 301-1 Communication Skills for Media and Public Relations**

Instructions to candidates:

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

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

- 01) Define public relations and its public by giving examples from travel and tourism sector in Sri Lanka. (20 Marks)**
- 02) Define globalization and describe the influences of globalization on global tourism industry. (20 Marks)**
- 03) Explain the role of modern mass media and its impact over tourism industry in Sri Lanka. (20 Marks)**
- 04) Explain the applications of public relations and its operation in tourism industry in Sri Lanka. (20 Marks)**