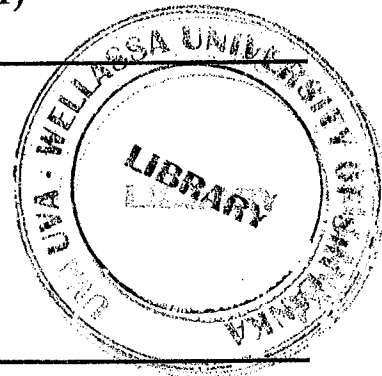
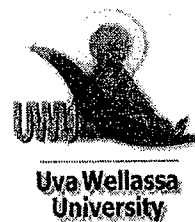


Uva Wellassa University
B.Sc. in Tea Technology and Value Addition

End Semester Examination Feb/March 2010
Year I Semester I
An Overview of Tea Industry (TEA 141-1)



Instructions

Answer **three (03)** questions only.

No. of questions : Four (04)

No. of pages : One (01)

Total marks allocated : 100%

Time : One Hour (01 hr)

1. Recently, Sri Lanka has come to the 4th position in the global black tea production.
Discuss the factors that affect this decline.
2. Write short notes on the following;
 - a. Economic importance of adding value to bulk tea.
 - b. Problems of estate labourers.
 - c. Uses of tea.
 - d. Role of tea small holders.
3. Briefly explain the **forces** that influence the competition in tea industry.
4. Briefly explain the **Strategies for Creating Global Competitive Advantage**.