



EASTERN UNIVERSITY, SRI LANKA

**FIRST YEAR FIRST SEMESTER EXAMINATION IN BACHELOR OF
BUSINESS ADMINISTRATION/ BACHELOR OF COMMERCE
2014/2015 (August 2016)-PROPER/REPEAT**

Business Communication- 1 ENG 1011

Time: 03Hours

Index No.:

Instructions to the candidate:

1. Answer all the questions on this paper itself.
2. This paper consists of 13 Pages.
3. Marks will be deducted for wrong spelling and Grammar.

For Examiner's use only

Question Number	Maximum Marks	Marks Obtained
1	25
2	10
3	15
4	15
5	15
6	20
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100		=====

Q1. Read the passage given below and answer the questions that follow.

The tourism industry of Sri Lanka is poised for growth to achieve sustainable development phase within the next few years, based on the strategic direction determined by the new government. Sri Lanka Tourism has formulated a broad Strategic Marketing Plan for year 2016, with the participation of private and public sector stakeholders addressing long standing needs of the industry and the future expectations of the country as a tourism destination.

During year 2015 up to November, Sri Lanka Tourism recorded 18.1% growth on arrivals with 1.2 million arrivals. The total tourism revenue generated was US\$2.2 billion. At this backdrop, the tourism promotional plan of year 2016 is formulated based on five key strategic objectives. Attracting a target number of 2.2 million visitors with 26% annual growth, increasing average daily expenditure of a tourist up to US\$ 200 and average stay, contributing to generate a total tourism revenue up to US\$ 2.75 billion will be the key performance measures. Uplifting Sri Lanka's brand value up to US\$ 80 million through tactical marketing campaigns focusing on main product offerings of the county will serve as the overall goal of the promotional strategy devised for 2016.

The core destination promotional tools will be enhanced such as advertising and PR to implement global advertising campaign and global PR initiative to stay ahead of the major competitors to Sri Lanka. The strategic choice for country promotions has been constantly challenged by the global trend towards internet/online based destination marketing in the recent years. Most of the traditional marketing tools have been outdated with the introduction of web based booking engines, tour planning, e-marketing and other real time services available to frequent travelers online. Considering these developments, Sri Lanka Tourism has opted to implement a fully-fledged online and digital marketing campaign for year 2016.

The trade familiarization tours and media familiarization tours will continue to be a major component of year 2016 marketing plan. Overall 300 travel agents and 200 travel media will be facilitated from the countries around the world under the familiarization tours hosted by Sri Lanka Tourism. The traditional promotional activities such as participating for travel fairs, conducting roadshows and outdoor promotions will also be carried out in each country. However this will be focused and implemented based on the need analysis.

While there is an uncertainty of Sri Lankan Airlines continuing to operate in Europe and several other destinations of choice, Sri Lanka Tourism hope to enter into strategic partnerships with new and existing Airlines connecting the regions capitalising on the "Open Sky" policy of the government of Sri Lanka.

Positioning Sri Lanka as a venue for international and domestic events will be a key component of the 2016 marketing strategy. Sri Lanka Tourism hope to stage internationally acclaimed tourism related events in Sri Lanka during next year such as Arugam Bay Pro- Surf, Kiteathelon, Adventure Tourism events etc. In the meantime more than 25 cultural /religious events and arts and entertainment events that has direct impact for tourism development will be conducted by Sri Lanka Tourism . On the other hand , steps will be taken to improve the quality of tourism products by investing on the infrastructure developments. Tourism information centers will be strengthened for better serving the travellers . Local media Campaigns , New product developments, nic

segments development, working with provincial councils for domestic tourism development are part of the strategy formulated for year 2016.

1. Give a suitable title to the text given above.

.....

(Mark: 01)

2. Summarize the text in 30 to 40 words.

(Marks: 06)

3. What has Sri Lanka Tourism devised to improve the tourism industry in the year 2016 in Sri Lanka, according to the text?

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(Marks: 02)

4. What are the five key objectives on which the strategy of Sri Lankan tourism is based on according to the text?

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(Marks: 02)

5. What are the two factors that opted Sri Lanka tourism to implement a fully-fledged online and digital marketing campaign for year 2016 as stated in the text?

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(Marks: 02)

6. State some of the strategic plans that are to be implemented to reach the expected target for the year 2016 as far as the tourism industry of Sri Lanka is concerned, based on the text?

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(Marks: 02)

7. Explain the meaning of the following using your own words (English).

Do not write sentences.

a) sustainable

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b) stakeholders

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c) formulated

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d) revenue

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e) frequently

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f) familiarization

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g) domestic

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h) acclaimed

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i) strategy

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j) core

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(Marks: 05)

8. Construct meaningful error-free sentences using the phrases given below.

a) tourism industry

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b) strategic marketing plan

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c) traditional marketing tools

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d) tourism development

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e) will be carried out

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(Marks: 05)

(Total: 25 Marks)

Q2. Use the words given below to fill in the missing information: Write your answers in the space given below the passage.

(leading, Megapolis, declared, speaking, individual, congestion, sub-projects, , transport, project, commence)

Sri Lanka's Western Province Megapolis.....(1) which will be merging the Colombo, Gampaha and Kalutara districts, is to.....(2) on January 29, 2016. The project is expected to be completed within fifteen years at a cost of Rs. 40 billion.....(3). On the lines of the project, the Minister of Megapolis and Western Development Patali Champika Ranawaka stated that the urbanisation of cities has left Sri Lanka looking for answers to problems such as traffic.....(4), garbage issues, slums, and environmental pollution. The minister brought to light the target of raising the per capita income of the country from \$4,000 US to \$12,000 US by the year 2030.

The project is aimed at building an(5) equipped with economic success, social equality, environment conservation and happiness. Furthermore, 150..... (6) are to be undertaken through ten themes. Among them are two special projects which will design the Port City and Aviation City.

Furthermore, the areas near Colombo Fort will be called the Commercial City while the area between Battaramulla and Kotte will be (7) an Administrative City. The area falling under the Homagama and Malabe city limits will be named the Technical City. The main transport hub will be built in Colombo Fort while new(8) hubs will be built along a number of entry points.....(9) to Colombo. Housing projects, industrial zones as well as green zones and agricultural zones are also established as part of the Western Province (10) Project.

Source(edited):<http://newsfirst.lk/english/2016/01/project-megapolis-explained-colombo-gampaha-kalutara-to-merge/126380>

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....
- 9.....
- 10.....

(Total: 10 Marks)

Q3. Your Faculty sent you on a short training course on “Soft Skills Improvement” to a training agency in Colombo and at the end of the training you are entitled to get a certificate which they have not issued up to now. Write a letter to the course organiser and tell him/her:

- You need your certificate.
- Why you need the certificate now.
- What you need him to do for you.
- How should you receive it

(Total: 15Marks)

Faint, illegible text visible through the paper, appearing as bleed-through from the reverse side. The text is mirrored and difficult to decipher.

Application for Accommodation for Students

Guest House, University of Toronto

1. Full name (last, first, middle initial) _____

2. Home address _____

3. State of birth _____

4. The purpose of your visit _____

5. Reason for visit _____

6. Emergency contact name and contact number _____

7. Accommodation type tick X for the choice only

8. Number of nights _____

9. Purpose of visit _____

10. Supporting document or proof (Please attach)

11. Any major illnesses, medical needs

12. Treatment/Notes

13. Date _____

14. Signature _____

Do not leave any blanks. Fill all relevant information.

Accommodation available on first come first served basis.

Rates (Per day): 1000 hours: \$20.00 Two sleeping: \$300.00 Single Room: \$50.00

(Total 15/10/10)

Page 2 of 2

Q5. Read the following advertisement and prepare **only** a letter of application (cover letter) for the post advertised

Vacancy-Office Manager

Take responsibility for the smooth running of our small, dynamic Travel Agency-Global Tours where your professionalism, initiative and office skills will be welcomed. You will have plenty of room to be creative and management is always open to new ideas.

Your full-time role will include providing a full range of office management duties including: day-to-day running of the office

You will have the flexibility to implement new procedures and systems to improve the smooth running of the office.

This is an autonomous role and you need to be comfortable being independent and making decisions. This position will suit you if you have good interpersonal and presentation skills, and office management experience. You need to be self-directed and have organisational and problem-solving skills.

Please submit your resume and cover letter by email:
Recruitment Coordinator,global.tours@gmail.com
For more information:www.globaltours.com.

(Total: 15Marks)

