

EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR FIRST SEMESTER EXAMINATION IN AGRICULTURE 2004 / 2005

CC 4102 – CAREER DEVELOPMENT (2: 30 / 00)

Answer all questions

Time: 02 hours

1. a) Briefly discuss the main functions of a research proposal.
b) Give the general format of a research proposal and mention the key points to be considered in each step.
2. a) What is meant by Public Relations?
b) Evaluate the strengths and weaknesses of the Eastern University, Sri Lanka and submit your recommendation for further improvement.
3. a) List the common time wasters that would contribute to inefficient management in an office.
b) Briefly explain the “Educational Reforms” in Higher Education in Sri Lanka.
4. a) Assuming that you are the Manager of Modern Communications Ltd. Draft a letter to the Marketing Manager of Gestetner Company, 77, Galle Road, Colombo – 03, requesting him to send you a quotation for a Gestetner Photocopier Model 1312.
b) Briefly explain key factors that make a successful career.