

EASTERN UNIVERSITY, SRI LANKA

SECOND YEAR SECOND SEMESTER EXAMINATION IN ARTS & CULTURE- 2015/2016
(NOVEMBER/DECEMBER 2016)

ENGLISH FOR ECONOMICS- II

ECS 2251

Time: 01hour

Index No:

Instructions to the candidates:

1. Answer all the questions on this paper itself.
2. Marks will be deducted for wrong spellings and grammar.
3. Read each question carefully and answer them.
4. This paper consists of 06 pages.

or Examiner's use only

Question Number

Maximum Marks

Marks Obtained

1

30

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2

20

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50

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Q1: Read the following text and answer the questions that follow:

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 1.5 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 country 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 a 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 Most of the traditional marketing tools have been outdated with the introduction of web based booking engines, tour planning, e-marketing and other real time services available to frequent travelers online.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, Kiteathlon, 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 infrustructre developments. Tourism information centers will be strengthened for better serving the travellers . Local media Campaigns , New product developments, niche segment 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.

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(Mark: 01)

2. Summarize the text in 30 to 40 words.

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(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 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?

(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?

(Marks: 02)

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

Do not write sentences.

- a) Sustainable :
- b) Stakeholders:
- c) Formulated:
- d) Revenue:
- e) Frequently:
- f) Familiarization:
- g) Domestic:
- h) Acclaimed:
- i) Strategy:
- j) Core:

(Marks: 05)

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

- a) Tourism industry

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: 10)

Total Marks: 30

Q6. Write an essay on one of the following

1. Importance of English Language Skills in higher education.
2. Importance of Presentation Skills for undergraduate students.
3. Importance of Business Communication for job seeking graduates.
4. Benefits of studying Economics for a person and individual for a social life.

Words:225-250

Marks: 20

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