



## Section 1: Reading Skills

**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 the 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 the year 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 out-dated with the introduction of web based booking engines, tour planning, e-marketing and other real time services available to frequent travellers 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 infrastructure developments. Tourism information centres will be strengthened for better serving the travellers. Local media Campaigns, New product developments, niche 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.

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(Mark: 01)

2. Summarize the text in 30 to 40 words.


(Marks: 07)

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

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(Marks: 03)

4. According to the text, what are the five key objectives on which the strategy of Sri Lankan tourism based on?

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(Marks: 03)

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

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(Marks: 03)



6. State some of the strategic plans that are to be implemented to reach the export 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: 03)

7. Explain the following in 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: 10)

**Total Marks: 30**

### Section 2: Language Structure

**Q2: Fill in each blank with the correct form of the verb within brackets**

- 1. My boss usually ..... (read) the reports in the morning.
- 2. Every other day morning our head ..... (address) the staff.
- 3. The Prime Minister ..... (declare) the new building opened this evening.
- 4. The President ..... (speak) on TV tonight.
- 5. Titanic - the luxury ship ..... (sink) on 14<sup>th</sup> of April, 1912.
- 6. I ..... (not receive) a reply from the department yet.
- 7. She ..... (teach) in ELTU for the last ten years.
- 8. I went to bed after I ..... (complete) my assignments.
- 9. The Secretary is busy. He ..... (write) a letter.
- 10. She ..... (come) to the University before the first lecture started.

**Total Marks: 10**

Q5. Change the following sentences into passive voice

1. The government presents the budget every year.

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2. Martin Cooper made the first mobile phone call on 3<sup>rd</sup> of April, 1973.

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3. Farmers are ploughing the field now.

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4. The N.I.E has revised the A/L General English Syllabus.

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5. Captain Cook discovered Australia.

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6. My father was reading the newspaper.

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7. The Vice Chancellor will meet the students tomorrow.

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8. Alexander Fleming invented Penicillin.

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9. The Health Department is taking necessary steps to eradicate Dengue mosquitos.

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10. My mother bought me a new shirt.

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**Total Marks: 2**

Section 3: Writing Skills

Q4. Fill the library membership form given below.

**Library Membership-Application form**  
**ABC UNIVERSITY**

Please complete this form with your own details. You will need to present it to a member of library staff with an official document proving your name and address.

Name with initials: .....

Names denoted by initials: .....

Sex (Please tick): ..... Male ..... Female

Address: .....

Post Code: .....

Date of birth (dd/mm/yy): .....

Email address: .....

Telephone No /Mobile number: .....

Send Pre-Overdue Email Notices (avoid fines) Please tick: Email ..... Text ..... Post .....

Would you like to receive email alerts regarding service updates and events? YES /NO

Please tick the relevant boxes below to help us provide the services you need:

Do you consider yourself to have a disability?  Yes  No

If 'Yes', please give details: .....

Recommender's name and address: .....

Signature of recommender: .....

Do you give permission to use the internet in the library?

YES/NO .....

I apply for membership and agree to abide by the terms & conditions Service, including those relating to acceptable use of computer equipment on library premises, and agree to use of this data as set out in the terms and conditions.

Signed: ..... Date: .....





