CINEC
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Beyond A Graduate

Past Papers

Faculty of Management, Humanities & social Sciences
Department of Management and Business Studies

BMgt. (Hons) in Tourism and Hospitality Management
(Year 1 – Semester I)
2019 -2022

CINEC Campus

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: COM556/557

Year 1 Semester I
REPEAT EXAMINATION
Microeconomics – THM11032

- This paper consists of SEVEN questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2021.01.26   Pass mark: 40%   Time: 02 Hours

Question 01 (Compulsory)

(a) "The tourism supply of a destination is formed by the natural and cultural heritage as well as the touristic infrastructure of a destination". Briefly explain the statement with the aid of an example. (05 Marks)

(b) Briefly explain the indirect economic benefits in Tourism. (05 Marks)

(c) Identify the negative economic impact of Covid-19 on Tourism. (05 Marks)

(d) Identify the tourism contribution to the economy of Sri Lanka. (05 Marks)

(e) Draw the supply curve using the following function.

$Q_d = 100 + 50p$ (05 Marks)

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Question 02

Production and Distribution involves the use of the four factors of production. The use of these resources involves an opportunity cost.

(a) Briefly explain the factors of production of the Tourism Industry.   (05 Marks)

(b) Highlight economic significance of starting up own tourism venture.   (05 Marks)

(c) What is meant by opportunity cost. Quote an example from tourism industry.

(05 Marks)

(d) Define the term of Scarcity with the aid of an example from tourism industry.

(05 Marks)

(e) Mr.Amal has $100 left over this week and he wants to contribute to a charitable cause. With $5, Mr.Dan can feed one homeless person one meal. With $10, he can provide shelter for one homeless person one night.

What is the opportunity cost of Mr.Dan using all his money to shelter homeless people?   (05 Marks)

Question 03

In 2017, the Japanese government announced improvements to its tax system. The amount of tax raised is influenced by the size and age distribution of a country's population.

Japan's birth and death rates are falling, its population is ageing, and it has low immigration. Overall, Japan's population is decreasing.

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(a) Define the term of "Tax" and identify the types of taxes related to Tourism

Industry.   (04 Marks)

(b) State two qualities of a good tax.   (02 Marks)

(c) Analyze how tax increase affects the market economy.   (05 Marks)

(d) Analyze, using a production possibility curve (PPC) diagram, the effect of

decrease in population size on an economy.   (06 Marks)

(e) Suppose the Japanese government expect to increase the fuel tax by 10%.

Analyze the impact of fuel taxes on public transport. You may use suitable diagrams

to quote your answer.   (08 Marks)

Question 04

Consider the following Demand and Supply equations of a medium scale (Two star)
hotel in Sri Lanka.

$Q_{dx} = 150 - 6P_x$
$Q_s = 60 + 9P_x$

(a) Find the equilibrium Price and the Quantity.   (06 Marks)

(b) Illustrate the demand and supply curves in a diagram with the help of demand and

supply schedules.   (08 Marks)

(c) Find the excess demand and excess supply at the price of 04 and 10   (04 Marks)

(d) Find the Consumer Surplus and Producer Surplus.   (04 Marks)

(e) Calculate the Deadweight Loss.   (03 Marks)

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Question 05

China is usually ranked as one of the best countries in which to do business. It was a closed economy a few decade ago. In the recent past, it has a history of strong entrepreneurship, low unemployment, low average costs and relatively low tax rates. Its example may encourage other countries to remove trade restrictions.

(a) Define the Marginal Costs and Semi Variable Cost of a production firm. (04 Marks)

(b) Identify four characteristics of closed economy. (04 Marks)

(c) What are the stages of productions in economic production (04 Marks)

(d) Why is it important in perfect competition for the firm to have a U-shaped average total cost curve in long period market equilibrium? (06 Marks)

(e) Analyse how the market for a product would be affected by an increase of the tax on the product combined with a hike in the price of a complement. (07 Marks)

Question 06

(a) Identify the factors affecting to price elasticity of Supply (04 Marks)

(b) Briefly explain the term of "Normal goods" and "Luxurious goods". (06 Marks)

(c) Briefly explain the term of Income elasticity of Demand and interpret the results of the sign of the co-efficient. (06 Marks)

(d) Assume, If the price of petrol increased from Rs:120 to Rs:140 and demand fell from 10,000 units to 8,000. Calculate the PED of the above commodity. (04 Marks)

(e) Assume your income is increased from Rs: 25,000 to Rs:30,000 and the demand for transportation is increased from 30 to 60 (Number of trips). Calculate the income elasticity of demand (YED) and interpret the results. (05 Marks)

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Question 07

Part - A

(a) "All firms sell an identical product (Homogeneous Product)" in a perfectly competitive market. Briefly explain statement with the aid of an example. (05 Marks)

(b) Acroleic Holidays Ltd identified the following economic transactions, Calculate the Break Even Point (Units) and interpret the results.

- Fixed Costs = $2,000 (Total, for the year 2021)
- Variable Costs = 0.40 (Per Room)
- Sales Price = $1.50 (Per Room)   (05 Marks)

Part – B

Briefly describe the following Terms/Concepts with the aid of an example.

Answer any **Three (03) Questions.**

(a) Sustainable Tourism Development

(b) Occupancy Rate

(c) Over Tourism

(d) Tourism Spillover Effect

(e) Tourism Demand

(f) Substitutes Goods   (03*05 Marks)

-------------------END OF THE QUESTION PAPER-----------------

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Course CODE: BMgt 556

Year 1 Semester I
SEMESTER END EXAMINATION
IT for Tourism – THM 11052

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.28   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

(a)	Write four (04) industries which use ICT	(04 Marks)
(b)	What are the main 3 types of computer network.	(03 Marks)
(c)	Write 2 advantages and 2 disadvantages of Email.	(04 Marks)

(d)   What are the main 3 types of hardware components of the computer. Provide two

(2) examples for each component.   (09 Marks)

(d)   What are the 2 types of software components of the computer. Provide two (2)

examples for each component.   (05 Marks)

Question 02

(a)   Explain four functions of an operating system.   (04 Marks)

(b)   Write two (02) types of operating system interfaces with an example for each.

(06 Marks)

(c)   Differentiate Files and Folders.   (06 Marks)

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(d)   What is file compression? Briefly explain the importance of file compression.

(05 Marks)

(e)   List four items you can find out on a Desktop environment.   (04 Marks)

Question 03

(a)   Define the difference between "Intranet" and "Extranet"   (04 Marks)

(b)   What is an ISP? Name 4 ISPs available in Sri Lanka.   (06 Marks)

(c)   What is a Search Engine?   (03 Marks)

(d)   What are the risks associated with online activities? Explain   (04 Marks)

(e)   Explain how electronic mail works by use of a diagram. Define which protocols associate with it when sending from one place to another place. Use a diagram on explaining.   (08 Marks)

Question 04

(a)   What is a HTML page?   (03 Marks)

(b)   Write HTML code segments for following situation.

    (i)   To insert the title "Our Library" to web page   (02 Marks)

    (ii)   To insert the heading "The Book World"   (02 Marks)

    (iii)   To insert a list with following details   (04 Marks)

- Children Books
- Novels
- Educational Books

    (iv)   To link to another web page "https://www.yahoo.com/"   (03 Marks)

    (v)   To insert the following paragraph. Font should be **Bolded**.   (03 Marks)

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"Welcome home to Book land online bookstore for an extensive collection of

books and magazines in Sri Lanka"

(vi)   To insert following table.

Table 4:1 - Books

Book Name	Author
Fangirl	Rainbow Rowell
The book of American Martyrs	Joyce Carol Oates

(08 Marks)

Question 05

(a)   Define the terms "Data" and "Information" with examples.   (06 Marks)

(b)   Explain the difference between datasheet view and design view of a table in MS

Access Database.   (04 Marks)

(c)   What do you mean by a "Field" & a "Record" in a database environment. Describe

using example.   (06 Marks)

(d)   Identify which data types would be suitable for storing following information in

MS Access databases.

(i)   Name of the student

(ii)   Salary amount

(iii)   Contact Number

(iv)   NIC Number

(v)   An email address

(vi)   Data and Time of the meeting

(vii)   A detailed student description

(viii) Whether the payment is paid or not

(ix)   Age of the student   (09 Marks)

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Question 06

	A	B	C	D
1	Student	Marks	Status	
2	L.M.Perera	78	Pass	
3	T.S.Gunathilake	84		
4	R.Rathnasiri	43		
5	K.Dharmadasa	70		
6	K.D.Gunarathne	32		
7	Total			
8	Average			
9	Minimum			
10	Count			
11				
12				

(a)   Refer to the spreadsheet given below and write down formulas to calculate followings.

    (i)   Obtain the **Status** column based on the Marks. If the mark is 50 or above mark it as "Pass" otherwise "Fail".   (03 Marks)

    (ii)   Calculate the Total Mark in cell B7.   (03 Marks)

    (iii)   Calculate the Average Mark in cell B8.   (03 Marks)

    (iv)   Calculate the Minimum Marks in cell B9.   (03 Marks)

    (v)   Calculate the Count of the Students in cell B10.   (03 Marks)

(b)   Write down the features use to perform following tasks on excel sheets

    (i)   To compare marks easily.   (02 Marks)

    (ii)   Organize students' names in alphabetic order.   (02 Marks)

    (iii)   Automate tasks   (02 Marks)

(c)   Briefly explain the following error messages in excel.

    (i)   #######   (02 Marks)

    (ii)   #REF!   (02 Marks)

Question 07

Write short notes on following   (5*5 Marks)

(a)   WWW

(b)   Computer Viruses

(c)   Internet

(d)   Database

(e)   HTTP

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
REPEAT EXAMINATION
IT for Tourism – THM 11052

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2021.01.22   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

(a)	What is Information Technology?	(04 Marks)
(b)	Name 3 Input devices and explain their functionalities.	(06 Marks)
(c)	Write 3 advantages and 3 disadvantages of Email.	(06 Marks)
(d)	What is CPU? Explain	(05 Marks)
(d)	Write 4 factors that effect on computer's performance.	(04 Marks)

Question 02

(a)	Explain the main purpose of an operating system.	(04 Marks)
(b)	Write two (02) types of operating system interfaces with an example for each.	(06 Marks)
(c)	Explain the terms "Shareware" and "Freeware"	(06 Marks)

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(d)   What is file compression? Briefly explain the importance of file compression.

(05 Marks)

(e)   List four items you can find out on a Desktop environment.   (04 Marks)

Question 03

(a)   Explain WWW with use of it.   (04 Marks)

(b)   What is an ISP? Name 4 ISPs available in Sri Lanka.   (06 Marks)

(a)   Define the difference between "Intranet" and "Extranet"   (04 Marks)

(d)   What are the risks associated with online activities? Explain   (04 Marks)

(e)   Explain how electronic mail works by use of a diagram. Define which protocols
       associate with it when sending from one place to another place. Use a diagram on
       explaining.   (07 Marks)

Question 04

(a)   What is a HTML page?   (03 Marks)

(b)   Write HTML code segments for following situation.

       (i)   Title of the page should be The Coffee Shop   (02 Marks)

       (ii)   The first heading "WELCOME TO COFFEE SHOP" should be h3

                                                                          (02 Marks)

       (iii) To insert a list with following details   (04 Marks)

              1.Tea

              2.Coffee

              3.Juice

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(iv) Page should have link to "promotion.html" page which is on the same
folder. (Your answer need not have html codes for promotions.html page)

(03 Marks)

(v) Insert a picture "coffeecup.jpg" located in the folder where 'coffee
shop.html' file is saved. (03 Marks

(vi) To insert following table.

Juice Type	Price
Mango Juice	Rs: 130/=
Apple Juice	Rs: 150/=

(08 Marks)

Question 05

(a) Define the terms "Data" and "Information" with examples. (06 Marks)

(b) Explain the term s "Primary Key" & "Foreign Key" in database with examples.

(06 Marks)

(c) List four (04) difficulties of traditional file environment when handling large
volume of data in an organization. (05 Marks)

(d) Identify which data types would be suitable for storing following information in
MS Access databases.

(i) Name of the student

(ii) Salary amount

(iii) Contact Number

(iv) NIC Number

(v) An email address

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(vi)   Data and Time of the meeting

(vii)   A detailed student description

(viii) Whether the payment is paid or not   (08 Marks)

Question 06

	A	B	C	D	E	F	G
1							
2			Bank	Date	Cheque No	Amount	
3			People Bank	9/20/2010	4567893	22,500.00	
4			Sampath Bank	9/23/2010	7689265	50,000.00	
5			HSBC	9/28/2010	4563789	25,670.00	
6			People Bank	10/12/2010	7289206	100,000.00	
7			HSBC	10/20/2010	1452678	2,500.00	
8			Seylan Bank	10/25/2010	5639034	23,000.75	
9			People Bank	10/28/2010	4572892	46,800.00	
10							
11							

(a)   Write down functions for following operations

   (i)   Calculate the Total Amount in cell F10   (03 Marks)

   (ii)   Calculate the Maximum Amount in cell F11   (03 Marks)

   (iii)   Calculate the Average Amount in cell F12.   (03 Marks)

   (iv)   What is the answer you get when you apply COUNTA function to cell
           range C3:C9   (03 Marks)

   (v)   What is the answer you get when you apply COUNT function to cell
           range E3:E9   (03 Marks)

(b)   Write down the features use to perform following tasks on excel sheets

   (i)   To compare marks easily.   (02 Marks)

   (ii)   Organize students' names in alphabetic order.   (02 Marks)

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    (iii)   Automate tasks   (02 Marks)

(c)   Briefly explain the following error messages in excel.

    (i)   #######   (02 Marks)

    (ii)   #DIV/0!   (02 Marks)

Question 07

Write short notes on following   (5*5 Marks)

(a)   E-learning

(b)   Computer Networks

(c)   Search Engine

(d)   Database

(e)   HTTP

--------------------END OF THE QUESTION PAPER-----------------

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Course CODE: BMgt 556
Year 1 Semester I
REPEAT EXAMINATION
Business English– THM 11063

- This paper consists of FIVE (05) questions on TWELVE (12) pages.
- Answer <u>ALL</u> questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2021.01.21   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Read the following article about the ways in which the climate affects business and answer the given questions.

What is achievement?

Achievement is an important competency given that the more you can achieve, the better your prospects will be when it comes to looking for a new job. Achievement is what you have done of significance at work which has benefited your company or organization. Think about your work achievements. Or even your life achievements - these are the successes that you have had so far. Perhaps you have just passed your driving test, or maybe after many years of trying, you have learnt to swim. This is an achievement as it is something you have worked hard for, and in the end the results have been successful.

Why is it important?

In our lives it is important to have objectives so when you have reached them you can say you have some achievements. Think about when you were younger, and your ambitions. Maybe you wanted to become a doctor, so you studied hard, and you finally became a doctor. Perhaps you wanted to have a house with a big garden. Can you remember the day you fulfilled this dream? These are personal achievements and they give you the feeling of

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self-satisfaction, confidence, and happiness. Let us now take a look at your work achievements. When you have achievement at work it means that you are working towards goals normally set by others, but they can be set by yourself, too. Perhaps you have to reach a sales target, or you need to complete a project within a deadline, or perhaps you need to see clients or customers and help them in some way. If you succeed in helping them, or you reach your sales target, or you complete your project by the deadline, you have examples of achievements. Striving for achievements shows determination and tenacity.

How can you show it?

If you have a job interview and you want to demonstrate your achievements you need to think about different situations you have been in, the actions you have taken, and the results of these actions. Perhaps you have had a difficult customer, how have you dealt with that person? Did your action benefit your organization? In what way? If your results were successful, state this either in your job application, or in your interview. Think about the skills which you have which make you attractive and valuable as an employee. Remember the more achievement you can give as examples, the more you can sell and market yourself for the job.

(a)   Find an adequate definition to describe achievement.   (02 Marks)

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(b)   What gives you the feeling of self-satisfaction, confidence, and happiness?

(02 Marks)

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(c)   Who sets goals?   (02 Marks)

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(d)   According to the passage, how can one become successful in marketing field?

(02 Marks)

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(e)   Give two examples of achievement as explained in the passage?   (02 Marks)

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(f)   Explain the meaning of the following five words as used in the text: (05 Marks)

competency, benefit, deadline, determination, demonstrate

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(g)   Write a summary of the above article using less than 50 words. Do not exceed
        the word limit.   (05 Marks)

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Question 02

(a)   Read the following memo and answer the questions given.

Memo

From : The Manager / Administration

To : Computer Programming Division

Cc. : CEO

Subject : Attaching Cover Sheets to TPS reports

Date : 10th January 2021

This is to remind you the division that, starting today, we are now filing all Testing Procedure reports with new cover sheets.

The reason for this change is simple. In addition to new format, the cover sheets provide a summary of the report as well as the updated legal copy. The new cover sheets also include company's new logo.

Though this change may initially seem like a headache and an extra step, it is necessary to include the new cover sheets due to their updated information. Failing to do so will result in a confusing and inaccurate product delivered to our customers.

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Please be sure to follow this new procedure.

i.   What is this memo about?   (02 Marks)

        ....

ii.   What does TPS stand for?   (02 Marks)

        ....

iii.   What does the new cover sheet include?   (02 Marks)

        ....

iv.   Why is it necessary to include the new cover sheet?   (02 Marks)

        ....

v.   What benefit will customers get with the new cover sheet?   (02 Marks)

        ....

(b)   Imagine you are the Head of the IT Department and want to inform all employees
        regarding a network-systems upgrading. This will lead to a temporary closing down
        of internet services for five hours from 1.00 p.m. to 6.00 p.m. on the 26th January2021
        Write the memo you will send to all employees on the 20th January 2021.

        Use about 30 – 35 words.   (10 Marks)

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Question 03

(a) Insert the correct coordinating conjunction: unless, whereas, although, despite, if

(05 Marks)

i. Most employees will stay .... employers offer good salaries.

ii. .... everyone worked hard, the company didn't profit.

iii. .... applying for hundreds of jobs, he is still out of work

iv. The company will be bankrupt .... they reduce costs in the next three years.

v. Some of the studies show positive results, ... others do not.

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(b) Fill in the blanks with the most suitable verb given within brackets.   (05 Marks)

    i.   They ………………………. a bakery now. (run)

    ii.   The manager is not in. He ……………………….. out. (just go)

    iii.   The new company ………………….. fish to Singapore. (export)

    iv.   The workers ……………….. the factory when the fire broke out. (leave)

    v.   My cousin …………………….. at a competitive exam last week. (succeed)

(c) Write sentences to bring out the meaning of FIVE of the following words.

(10 Marks)

negotiable / employer / communication / audit / increase / equal / attach

    i.   …………………………………………………………………………………………

    ii.   …………………………………………………………………………………………

    iii.   …………………………………………………………………………………………

    iv.   …………………………………………………………………………………………

    v.   …………………………………………………………………………………………

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Question 04

(a)   You bought a new refrigerator from Snowise Electronics Colombo -06 last week. After three days it stopped working. Write a letter of complaint to the manager including the following.   (10 Marks)

- the date of purchase and receipt number

- what's wrong with the refrigerator

- suggest action the company should take

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(b)   Read the following poorly written business letter and rewrite in appropriate

manner.   (10 Marks)

The manager
Globe IT Solutions
Col: 03

Hi Mr. Haturusinghe,

How is business? Hope doing well? This is to let you know five of the computers
you sent are damaged and not working. I don't know why? Didn't your employees
check before sending. Please do something.

Yours

Anura Perera

Manager/ Merchandising

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Question 05

Mr. Priyalal Perera has a fifty-perch land near a main city. He has saved nearly Rs.4.5
million in a leading bank. He worked as merchandising officer in a leading firm and retired
last year. Write a suitable business plan to propose to Mr. Priyalal Perera.   (20 Marks)

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--------------------*END OF THE QUESTION PAPER*-----------------

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BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556
Year 1 Semester I
REPEAT EXAMINATION
Business Mathematics– THM 11042

- This paper consists of SEVEN (07) questions on FOUR (04) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2021.01.21   Pass mark: 40%   Time: 02 Hours

Question 01: <u>Compulsory</u>

(a) Evaluate $(3\frac{1}{16})^{\frac{3}{2}}$

(b) Factorise $2x^2 - x - 1$

(c) Differentiate $y = (3x + 7)(2x - 4)$

(d) Rationalize the denominator of $\frac{4}{2+\sqrt{2}}$

(e) Find the derivative of $4x^2 - e^{3x} + \log|4x|$

(f) Solve . $\log_2 [2x/(3x - 3)] = 4$

(g) Simplify. $(x^2+5x + 7)(8x - 4)$

(h) Determine the following definite integral (a is constant).

$$\int_{2}^{6} 2ax \, dx$$

(5 Marks * 8 = 40 Marks)

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Question 02

(a)   (i)   Show that $\log_a b = {}^1\!/\!_{\log_b a}$.

        (ii)   Further above result to show that $\log_y x = \dfrac{\log_a x}{\log_a y}$

<div align="right">(06 Marks)</div>

(b)   The formulae for the amount of energy E (in joules) released

       by an earthquake is $E = 4.21 * 10^{19} * 10^{1.44M}$, Where M is the magnitude of

       the earth quake on the Richter scale.

      (i) The Newcastle earthquake in 1989 had a magnitude of 4 on the Richter

          Scale. How many Joules were released?

      (ii) In an earth quake in San Francisco in the 1900's the amount of energy

          released was doubled that of the Newcastle earth quake. Find the Richter

          Scale. (06 Marks)

(c)   Solve the following equations for x.

       i. $\log_2 [4x / (2x - 3)] = 3$

       ii. $7 - 8\ln(2x) = -57$ (04 Marks)

(d)   Write the following expressions as a single term.

       $\log_4 (16) - \log_4 (4) + \log_4 (64) - \log_4 (4)$ (04 Marks)

Question 03

(a) Determine the following finite and infinite limit values.
(Where a,b and c are constants)

(i) $\lim\limits_{x \to 2}(2x^2 - x + 4)$ (iii) $\lim\limits_{x \to -3} \dfrac{(x^7 + 3^7)}{(x+3)}$

(ii) $\lim\limits_{\theta \to 0} \dfrac{[(\sin a\theta * \sin b\theta)]}{2ac\theta^2}$ (iv) $\lim\limits_{x \to -\infty} \left(\dfrac{-x^3 + x + 5}{x^3 + x + 1}\right)$ (12 Marks)

(b) Find the First Derivative at x = (π/4) for the following functions.

(i) $f(x) = x^2 + 2x + 8$ (ii) $g(x) = \sin 2x \cdot \cos 3x$ (08 Marks)

Question 04

(a) Find the following indefinite integrals (where a,b and c are constants)

(i) $\int (x^{(1/3)} + \cos ax + e^{bx})\, dx$ (iii) $\int bc \tan 2x\, dx$

(ii) $\int 2x^2 e^{2x}\, dx$ (iv) $\int 3\, bc \sin 2x\, dx$

(12 Marks)

(b) Find the following definite integrals. (Where a,b and c are constants)

(i) $\int_0^{\frac{\pi}{4}} [2\cos(2x)]dx$ (ii) $\int_0^3 |x^2|dx$

(08 Marks)

Question 05

(a) Find the limits of the following functions.

(i) $\lim\limits_{\theta \to 0} \dfrac{[1 - \cos 2\theta + \sin^2\theta]}{\theta^2}$

(ii) $\lim\limits_{x \to 6} \dfrac{(x^2 - 36)}{\sqrt{x-5} - 1}$ (06 Marks)

(b) Use first principal of derivatives to find the slope of function $f(x) = x^2 + x$
at (1,0)

(04 Marks)

(c) Find the first derivative of the followings.

(i) $f(x) = \dfrac{e^x}{x^2 + 3}$ (ii) $g(x) = \log(x)$

(06 Marks)

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(d) Find A, B two matrices on $\mathbb{N}$ such that, $A \neq 0$, $B \neq 0$, But $AB = 0$

(0 is zero matrix)   (04 Marks)

Question 06

(a) Solve the following system

$$\log_y(x) = 2$$
$$x\,y = 216$$

(08 Marks)

(a) Solve following equations for X in terms of Y

$$Y = b\,e^{(2x+a)} \quad \text{(a, b are constants.)}$$ (04 Marks)

(d) Find A, B two matrices on $\mathbb{Z}$ such that $|A| = 0, |B| = 0$ But $|A + B| \neq 0$

(08 Marks)

Question 07

a) Simplify following exponential functions.

$$Y = e^{(-2x + 1)}.(e^{2})/ e^{(3x +2)}$$ (05 Marks)

b) Solve following equations for X in terms of Y

$$Y = a\,e^{(x+b)} \quad \text{(a, b are constants.)}$$ (05 Marks)

c) Solve the following System

(i) $\log_y(2x) = 3$
(ii) $x\,y = 8$ (05 Marks)

d) Solve the simultaneous equations;
$$2x + y = 46$$
$$x + 3y = 14$$ (05 Marks)

------------------END OF THE QUESTION PAPER------------------

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Year 1 Semester I
REPEAT EXAMINATION
Management Process and Practices– THM 11023

- This paper consists of EIGHT (08) questions on TWO (02) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2021.01.25   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

List four factors/ forces in the macro environment. Explain how three of the listed factors/ forces impact a business using examples.   (20 Marks)

Question 02

a) Briefly explain the roles of a manager.   (10 Marks)

b) Identify one major contributor to scientific management theory and discuss his/ her idea of management.   (10 Marks)

Question 03

a) Why planning regarded as a primary function of management? Discuss the two (2) key components of planning.   (10 Marks)

b) What is meant by "Goal"? Explain two approaches for setting goals   (10 Marks)

Question 04

Write short notes on four of the below topics;

a) Work specialization

b) Departmentalization

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c) Span of control

d) Chain of command

a) Centralization vs Decentralization (5 Marks*4 = 20 Marks)

Question 05

Describe various types of decisions taken by a manager and decision-making conditions
he/she might face. (20 Marks)

Question 06

Write short notes on any four (4) of the following topics.

b) Goal-setting theory

c) Herzberg's Two-Factor Theory

d) Maslow's hierarchy of needs

e) McGregor's theories X and Y

f) Expectancy theory (5 Marks*4 = 20 Marks)

Question 07

a) Explain the importance of control. (05 Marks)

b) The control process is a three-step process. Explain this process using examples.

(15 Marks)

Question 08

a) Contingency theory of leadership suggest that leadership should change according to
the situation. Elaborate the above statement using suitable theory of your choice.

(08 Marks)

b) Illustrate and describe the communication process, highlighting its key components.

(12 Marks)

--------------------END OF THE QUESTION PAPERR----------------

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Year 1 Semester I
REPEAT EXAMINATION
Introduction to Tourism and Hospitality Industry– THM 11013

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2021.01.22   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Tourism industry is one of the fastest growing industry in the global context. Tourism is the 3rd highest foreign exchange earner to Sri Lanka. By 2025 it is aimed for the tourism industry to be the 2nd highest foreign exchange earner to the country by generating 1 million employment opportunities in the industry increasing the women participation.

a) Define the concept of Tourism and Hospitality?   (05 Marks)

b) Explain the concept of 3 As?   (06 Marks)

c) Briefly explain on the placement of hospitality industry. Explain.   (09 Marks)

Question 02

Tourism industry is not an individual industry but a cluster consisting of different industries. The successful outcome of the tourism industry depends on all of these.

a) Briefly elaborate on the different industry groups coming under the tourism and hospitality sector   (10 Marks)

b) Define tourism supply and identify the components coming under that. (10 Marks)

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Question 03

COVID- 19 pandemic has caused a lot of negative impact to the tourism industry. Due to the sensitivity of the industry and travel advisories imposed the number of arrivals decreased causing a huge negative impact. Identify the positive and the negative economic impact of tourism industry. (20 Marks)

Question 04

"The tourism demand for a destination relies on the development of the destination, marketing, branding and promotions."

a) Identify the concept of tourism demand and supply. (05 Marks)

b) For a person to travel to a destination various external factors imply. Elaborate this statement with appropriate examples. (15 Marks)

Question 05

"Tourism industry cause positive and negative impacts on tourism in environmental, socio cultural and economic aspects." Elaborate this statement with appropriate examples.

(20 Marks)

Question 06

Tourists travel for a destination for different purposes. Mainly tourists travel to Sri Lanka for "sun, sea and sand" these typologies changes from time to time.

a) Explain the future trends of tourism and hospitality industry? (10 Marks)

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b) The travelling patterns and demand for the tourism product have changed due to the COVID-19 pandemic. In this situation identify different typologies of tourism that we can promote in order re-establish the tourism industry in the country.

(10 Marks)

Question 07

"Banquet Sales is a principal revenue generator in the food and beverages sector. "

    a) Identify different types of food functions happening in a hotel   (05 Marks)

    b) Elaborate on the main functions that banquet sales department and banquet operations department must proceed with in order to do an event

(15 Marks)

Question 08

"SLTDA, SLTPB, SLPB plays a vital role in the tourism decision making, implementation of the rules and regulations, policies and procedures and planning.

a) Identify different government authorities and local agencies involved in the tourism business.   (08 Marks)

b) Analyze the contribution that these organizations are doing for the future benefits of the industry.   (12 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
REPEAT EXAMINATION
Managing Diversity for Tourism – THM 11081

- This paper consists of SEVEN (07) questions on THREE (03) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2021.01.25   Pass mark: 40%   Time: 02 Hours

Question 01: COMPULSORY

"The existence of various characteristics in a group of people is diversity. These characteristics could be everything that makes us unique, such as our cognitive skills and personality traits, along with the things that shape our identity."

In the tourism business the diversity of a destination can be marketed. Briefly elaborate on the concept of diversity and identify the positive and negative impacts of a diversified culture to the tourism industry.   (25 Marks)

Question 02

"Social conflicts are rooted in social differences of class and among the people with whom the scarce recourse is unequally shared. "Briefly elaborate on the consequences of social conflicts to the tourism industry.   (25 Marks)

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Question 03

In the tourism vision 2025 one of the key objectives to be implemented under the cultural heart land and the east coast zone is the reconstruction of the tank village system in order to protect the system and for the agricultural purposes. The idea of rural society can be implemented here. When considering the Sinhala village and the rural society, the structure of the ideal rural society can be seen in Sinhala villages. Sinhala rural society can be clearly identified through studying the ideal structure of ancient village in Nuwarakalaviya.

(a) Explain the features of traditional Sri Lankan Village   (10 Marks)

(b) Draw a structure of the Traditional Village and name the features   (05 Marks)

(c) Discuss how Sri Lanka can promote Rural Tourism/ Village Tourism with available resources in the country using appropriate examples   (10 Marks)

Question 04

Before the pandemic most of the hotels operated under "foreign only policy". Briefly elaborate on this policy and identify how the discrimination occur in the tourism industry due to this.   (25 Marks)

Question 05

Write short notes on below topics

(a) Cross Culture Communication   (05 Marks)

(b) Different types of conflicts   (05 Marks)

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(c) Ethnic diversity in Sri Lanka   (05 Marks)

(d) Caste System in Sri Lanka   (05 Marks)

(e) Social Classes   (05 Marks)

Question 06

"Conflict is a natural part since people don't have same expectations and desires."

a) Define the term conflict management   (05 Marks)

b) Elaborate on how the conflicts can be managed in the society.   (08 Marks)

c) Identify the impact caused by the conflicts to the tourism industry and propose solutions to mitigate the issues.   (12 Marks)

Question 07

"For a business to be successful it is mandatory to keep good relationships with the customers and the stakeholders. In the tourism business the involvement of the stakeholders is mandatory in the decision-making process. "

a) Identify the different stakeholders in the tourism business.   (05 Marks)

b) Taking into consideration the host community elaborate the advantages of community participation in tourism with necessary examples.   (20 Marks)

--------------------*END OF THE QUESTION PAPER*-----------------

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Year 1 Semester I
SEMESTER END EXAMINATION
Business English– THM 11063

- This paper consists of FIVE (05) questions on TWELVE (12) pages.
- Answer <u>ALL</u> questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.25   Pass mark: 40%   Time: 03 Hours

Section A – Business Vocabulary/ Structures

Question 01

A. Complete the paragraph with the most appropriate word given below.   (10 Marks)

In order to manage your warehouse effectively, you need to have (i)........................ control over all the goings-on within the (ii)........................ Basically, if you've found that doing x, y and z will lead to more (iii)........................ , you need to know that your (iv)........................ is going to get x, y and z done and done well. An essential part of warehouse (v)............................ is the creation of systematic workflows, processes and (vi).................... for your teams to follow throughout their daily operations. With proper (vii)........................ in place, your individual team members will always know what they are (viii)........................ for at any given time. While control is essential, it is also important to (ix)........................ flexible. It's because (x)........................ operations do not take place in a vacuum.

[warehouse/ protocols/ building/ team/ remain/ responsible/ management/ complete/ productivity/ workflows]

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B. Complete sentences putting the words in the correct order. (10 Marks)

(i). The inventory ....

....

(twelve/over/ disposed/ be/weeks/ will/ of/ next/ the)

(ii). Labour ....

....

(not/demand/did/increase/meet/to/meet/supply)

(iii). Inflation ....

....

(living/pushing/beyond/ of/up/reach/ is /the / reach/cost/ our)

(iv). Lack ....

....

(investing/ resources/has prevented/of/the company/ technology/ in / new/

from)

(v). Giving employees ....

....

(efficiency /flexible/ to/ working/ more/ leads/ enhanced/ hours/ usually)

Section B - English in Pragmatic/ Realistic Settings

Question 02

A. **Form the appropriate questions that match the replies in the given situations.**

Look at the example. (10 Marks)

<u>Example:</u> *How much* did you pay for the carton of milk?

I paid Rs.150/- for the carton of milk.

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(i). At what time .... ?

The manager will return to office at 11.30 a.m.

(ii). How often .... ?

The company audits accounts twice a year.

(iii). Why .... ?

She was sacked for refusing to work on Sundays.

(iv). What .... ?

They have exported cinnamon for 15 years.

(v). Whom .... ?

The manager requested Mrs. Anne to be punctual.

B. Report the following ideas expressed, questions raised and requests made at a meeting. Look at the example. **(10 Marks)**

Example: The manager said, "I am in fact happy about the company's overall performance last year."

The manager said that he was happy about the company's overall performance the year before.

(i). The warehouse manager said, "I have some issues with minor employees."

....

(ii). The secretary asked, "Are the minutes of previous meeting in order?"

....

(iii). HR manager implored, "Don't discontinue the service of probationers."

....

(iv). Mrs. Ruvini inquired, "When shall I organize the annual get-together?"

....

(v). Mr. Damith informed, "I am not available next week."

....

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Section C – Comprehension

Question 3

A. Read the following definitions and underline the wrong statement.   **(12 Marks)**

I.   A country's GDP or gross domestic product is calculated by taking into account the monetary worth of a nation's goods and services after a certain period of time, usually one year. It's a measure of economic activity. Then, this amount of wealth is divided among a given country's population to solve for its GDP per capita.

(a). GDP per capita gives a figure of the income earned by one person.

(b). GDP usually refers to particular period of time.

(c). GDP includes both monetary and non-monetary worth of a nation's goods.

(d). GDP is a measure of a country's economic output.

II.   The history of ecommerce begins with the first ever online sale: on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website NetMarket, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web or ecommerce as we commonly know today.

(a). Ecommerce began just 26 years ago.

(b). The man who sold the CD is called Sting.

(c). You can even order one item from NetMarket.

(d). Buying and selling of products using internet is ecommerce.

III.   Travelling is a great way of exploring the world. However, it comes with its costs and drawbacks. Hence, the role of ecotourism is to trim the negative aspects of

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mass tourism. Costs are not limited to plane tickets and accommodation. However, there is a subtle bill paid by the environment and the visited cultures, especially when tourists do not adhere to rules and guidelines. Ecotourism is not simply the mere experience of visiting a place. On the contrary, it happens when we are socially responsible and emotionally caring for the culture and the nature of the visited location. Some areas are fragile by nature and any form of littering might cause huge consequences. Sadly enough, only the environment will pay the high bills.

(a). Ecotourism aims to reduce bad effects of mass tourism.

(b). When tourists do not follow rules of the visiting places, they harm environment.

(c). Ecotourism emphasizes responsible travelling and respect for cultures.

(d). Littering doesn't affect the environment very much.

B. Think logically and underline the letter of the correct answer. (08 Marks)

I. A public limited company issues 100 000 shares to the public at Rs.100 per share to raise its capital. The company pays annual dividends of Rs.10 per share. Suresh has invested Rs.50 000 in this company.

    (a). The company raised a capital of 500 000 selling its shares.

    (b). Suresh has bought 1000 shares in this company.

    (c). Suresh got Rs.5000 as dividends.

    (d). The company paid Rs.10 000 as dividends.

II. When a car is imported from India 40% of its value has to be paid as customs duty and if a car is imported from Japan 60% of its value has to be paid as customs duty. How much does it cost a buyer to import a car worth Rs.2 000 000 from Japan including the duty?

(i). Rs. 2 600 000   (iii). Rs. 2 400 000

(ii). Rs.3 200 000   (iv). Rs. 3 600 000

Section D – Presenting Information

Question 4

A. The information gathered from the employees of a certain factory with the aim of providing transport is given below.   **(10 Marks)**

Table 4:1 – The modes of transport

The mode of transport	*Number of employees*
By car	72
By motor bike	144
By bus	360
On bicycle	108
On foot	36

Represent this information in a pie chart.

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B. Study the information given in the following table and write within brackets whether the given statements are 'true', 'false' or 'not given'. **(10 Marks)**

The frequency distribution prepared from the data on the daily consumption of water provided from a rural water project to 60 houses is given below.

Table 4:2 – Home usage of water

Home usage of water (Litres)	8 - 12	13 – 17	18 - 22	23 - 27	28 - 32		33 - 37	38 - 42
Number of houses	4	6	15	15	10		7	3

(i). The maximum amount of water used in a household is 42 litres. [..........................]

(ii). The number of houses using less than 18 litres is 10. [..........................]

(iii). Twelve houses use more than 45 litres. [..........................]

(iv). Fifteen houses use from twenty-eight to thirty-two litres. [..........................]

(v). The minimum amount of water used in a house is thirteen litres. [..................]

(vi). 50% of the households use more than 18 litres but less than 28 litres. [..................]

(vii). The rural water project provided water to fifty houses. [.....................]

(viii). There is an increase of 15 houses in the project from last year. [....................]

(ix). Only twelve houses use more than thirty-two litres. [.....................]

(x). The percentage of houses that use less than 28 litres of water in the rural water project is approximately 66.6. [..........................]

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Section E – Business Writing

Question 5

A. The annual turnover of 12 branches of RELIANCE, a leading electrical appliances company in 2019 is given in million rupees.

Colombo- 95	Matale- 40	Kalutara- 45	Jaela – 40
Galle – 80	Jaffna- 65	Kegalle – 60	Homagama- 65
Kandy -90	Matara – 55	Negombo – 85	Kekirawa- 36

Write a paragraph of the sales performance of RELIANCE company answering the following sentences in complete sentences.   (10 Marks)

(i). What does the above information show?

(ii). What was the highest and the lowest sales recorded?

(iii). What is the median of sales?

(iv). What is the average sales of a branch?

(v). How many branches had an annual turnover of more than 75 million?

(vi). How many branches had sales below average?

(vii). Which branches have recorded equal sales amounts?

(viii). What is the difference between the highest and lowest sales?

(ix). What can you conclude about the sales performance?

(x). What do you recommend to improve sales next year?

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B. A leading entrepreneur decides to invest money to establish an English Institute to improve the English standard of those students following degrees in universities. He decides to use one of his buildings located in Kelaniya for this purpose. You have been requested to write a workable business plan for him using the following guidelines.

- English language needs of higher education students
- language improvement programs
- staff and teachers
- course fees
- accommodation and transport facilities
- promoting and advertising programs

Use about 250 words.   (10 Marks)

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Year 1 Semester I
SEMESTER END EXAMINATION
Microeconomics – THM11032

- This paper consists of SEVEN questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.30   Pass mark: 40%   Time: 02 Hours

Question 01 (Compulsory)

(a) Identify the difference between Microeconomics and Macroeconomics.

(04 Marks)

(b) "Economics is a scientific study" Briefly explain the statement with the aid of an example. (04 Marks)

(c) Briefly explain the factors affecting to Tourism Supply. (04 Marks)

(d) Identify the difference between human Needs and Wants. (04 Marks)

(e) Identify the characteristics of a developing country. (04 Marks)

(f) Draw the demand curve using the following function.

$Q_d = 200 - 10p$ (05 Marks)

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Question 02:

Production and Distribution involves the use of the four factors of production. The use of these resources involves an opportunity cost.

(a) Briefly explain the factors of production of the Tourism Industry.   (04 Marks)

(b) Using appropriate examples, describe the return on factors of production.

(06 Marks)

(c) Using a production possibility curve, explain what is meant by opportunity cost.

(06 Marks)

(d) Define the term of Scarcity with the aid of an example.   (04 Marks)

(e) Mr.Dan has $50 left over this week and he wants to contribute to a charitable cause. With $5, Mr.Dan can feed one homeless person one meal. With $10, he can provide shelter for one homeless person one night.

What is the opportunity cost of Mr.Dan using all his money to shelter homeless people?   (05 Marks)

Question 03

Despite more cars being sold, world demand for bicycles is increasing. It has been estimated that the world price elasticity of demand for bicycles is –0.18 but this does vary between countries. The indirect taxes imposed on bicycles also differ between countries.

(a) Briefly explain the term of 'Demand'.   (03 Marks)

(b) Briefly explain the Price Elasticity of Demand with aid of an example   (04 Marks)

(c) Explain **three** likely causes of an increase in demand for bicycles.   (06 Marks)

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(d) Analyze why the demand for a product may be more price elastic in one country than in another country. (06 Marks)

(e) Discuss whether a government should impose indirect taxes only on products with inelastic demand. (06 Marks)

Question 04

Consider the following Demand and Supply equations of an Agrotourism product.

$Q_{dx} = 350 - 8P_x$
$Q_s = 150 + 12P_x$

(a) Find the equilibrium Price and the Quantity. (06 Marks)

(b) Illustrate the demand and supply curves in a diagram with the help of demand and supply schedules. (08 Marks)

(c) Find the excess demand and excess supply at the price of 05 and 20 (04 Marks)

(d) Find the Consumer Surplus and Producer Surplus. (04 Marks)

(e) Calculate the Deadweight Loss. (03 Marks)

Question 05:

Singapore is usually ranked as one of the best countries in which to do business. It is an open economy engaging in free trade. It has a history of strong entrepreneurship, low unemployment, low average costs and relatively low tax rates. Its example may encourage other countries to remove trade restrictions.

(a) Define 'Average Costs' with the aid of an example (05 Marks)

(b) Briefly describe the term of "Entrepreneurship". (03 Marks)

(c) "No government intervention in the Open Economy". Briefly explain the statement with the aid of an example. (04 Marks)

(d) Briefly explain the Economies of Scale with the help of a diagram (06 Marks)

(e) Analyze how the market for a product would be affected by a reduction of the tax on the product combined with a fall in the price of a complement. (07 Marks)

Question 06

(a) Identify the factors affecting to price elasticity of Demand (04 Marks)

(b) Briefly explain the term of "Public goods and Luxurious goods" with the aid of an example. (06 Marks)

(c) Briefly explain the term of Cross Price elasticity of Demand and interpret the results of the sign of the co-efficient. (06 Marks)

(d) Assume, If the price of petrol increased from Rs:100 to Rs:110 and demand fell from 8,000 units to 6,000. Calculate the PED of the above commodity. (04 Marks)

(e) Assume your income is increased from Rs: 125,000 to Rs:135,000 and the demand for leisure activities is increased from 10 to 20 (Number of trips). Calculate the income elasticity of demand (YED) and interpret the results. (05 Marks)

Question 07

Part - A

(a) Identify the characteristics of a Perfectly Competitive Market. (03 Marks)

(b) Briefly explain the term of "Super Normal Profits" in the Perfectly Competitive Market. (02 Marks)

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Part – B

Briefly describe the following Terms/Concepts with the aid of an example.

Answer any **Four (04) Questions**

(a) Relative Scarcity

(b) Direct Taxes

(c) Subsidies

(d) Variable Cost in Tourism

(e) Minimum Wage Policy

(f) Tourism Demand

(g) Tourism Supply

(h) Cross Price Elasticity of Demand   (04*05 Marks)

-------------------END OF THE QUESTION PAPER-----------------

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Question 04

a) What are the types of traditional organizational designs. Explain two of them?

(10 Marks)

b) Write short notes on the followings;
   I.   Authority
   II.   Responsibility
   III.   Unity of command
   IV.   Span of control   (10 Marks)

Question 05

Describe the decision-making process and explain how the understanding of this process will help a manager to increase the efficiency and effectiveness within the organisation.

(20 Marks)

Question 06

a) Explain the concept of motivation   (04 Marks)
b) Compare and contrast learnings under two selected theories of motivation.

(16 Marks)

Question 07

a) Using examples, discuss below types of controls.
      I. Feedforward controlling
      II. Feedback controlling
      III. Concurrent controlling   (04 Marks *3 = 12 Marks)

b) Explain two bases that could be used to measure the performance of an organization?

(08 Marks)

Question 08

a) Compare and contrast two leadership theories apart from the trait theory.   (14 Marks)

b) Briefly explain the three common communication networks.   (06 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
SEMESTER END EXAMINATION
Management Process and Practices– THM 11023

- This paper consists of EIGHT (08) questions on TWO (02) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.10   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Organisations are becoming increasingly influenced by their external environment. Explain the below external environmental elements and the influence of each for an organisation using examples.
a) Technological environment
b) Demographic environment
c) Customers
d) Competitors   (05 Marks * 4 = 20 Marks)

Question 02

a) Describe important functions management.   (10 Marks)
b) Explain the contributions of any two (2) of the following theorists towards management.
   I.   Frederick Winslow Taylor
   II. Frank and Lillian Gilbreths
   III. Henry Fayol
   IV. Max Weber   (05 Marks * 2 = 10 Marks)

Question 03

a) What are different types of plans? Identify and distinguish between various types of plans (based on two bases) which are found in an organization.   (10 Marks)
b) Write short notes on the following:
   I.   Stated goal vs real goals
   II. Management by Objectives (MBO)   (10 Marks)

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Question 07

a) Determine whether each of the following matrix is a,

Square matrix, column matrix, row matrix, zero matrix, symmetric matrix, identity matrix.

i. $\begin{pmatrix} 1 & -1 & 1 & 2 \\ 3 & 2 & 8 & 1 \\ 0 & 2 & 3 & 6 \\ 11 & 7 & 4 & 4 \end{pmatrix}$

ii. $\begin{pmatrix} 1 & 0 & 0 \\ 0 & 1 & 0 \\ 0 & 0 & 1 \end{pmatrix}$

iii. $\begin{pmatrix} 0 & 1 & -5 & 1 & 4 & 2 \end{pmatrix}$

Mention the dimension of each of the matrix as well. (13 Marks)

b) Let,

$$A = \begin{pmatrix} -3 & -2 & 1 \\ 1 & 4 & 4 \\ 0 & 3 & 1 \end{pmatrix}, B = \begin{pmatrix} 2 & -1 & 5 \\ 3 & 2 & 1 \\ 1 & 1 & 3 \end{pmatrix}, C = \begin{pmatrix} 1 & 0 & 2 \\ 1 & 1 & 0 \\ 1 & 0 & 1 \end{pmatrix}$$

i. $A - 2B + 2C$

ii. $B - 3C$ (12 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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c) Show that the ratio between two complex numbers z_1 and z_2 is also a complex number. (Hint: Take $z_1 = x_1 + iy_1$, $z_2 = x_2 + iy_2$ and show that $\frac{z_1}{z_2}$ is also a complex number). (10 Marks)

Question 05

a) Evaluate the following limits.

    i. $\lim\limits_{x \to -1} (x^3 - 3x^2 + x + 8)$

    ii. $\lim\limits_{x \to 0} \dfrac{\sin 4x}{2x}$ (09 Marks)

b) Differentiate.

    i. $y = x^4 + x^{\frac{1}{3}} + 3$

    ii. $y = \sin(2x) + e^{(x+1)}$

    iii. $y = x^3 - \ln(\sin x)$

    iv. $y = xe^x$ (16 Marks)

Question 06

Integrate the following functions.

a) $\int x^2 e^x \, dx$

b) $\int (x^3 + 4 \cos 3x) \, dx$

c) $\int (x^4 - 3e^x + 2) \, dx$

d) $\int_0^\pi \sin 2x \, dx$

e) $\int_0^1 e^{(3x+2)} \, dx$ (5×05 Marks)

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d) Factorize.

    i. $2x^2 + x - 3$

    ii. $x^2 + 7x + 12$ (05 Marks)

Question 03

a) Find the quotient and the remainder for $(18x^2 - 3x - 6) \div (3x - 2)$ by the method of long division.   (06 Marks)

b) Simplify the following functions.

    i. $y = e^{(3x+1)} \cdot e^{(-x+5)}$

    ii. $y = \dfrac{3^{(x+1)} \cdot 3^{-x}}{3^{(3x+1)}}$ (06 Marks)

c) Find the partial fractions of,

    $\dfrac{3x-1}{(x-1)(x+2)}$ (07 Marks)

d) Solve the following equation for x in terms of y.

    $y = \dfrac{a}{b+c} e^{x+b}$ (06 Marks)

Question 04

a) Solve for the values of x,

    i. $3x^2 + 5x - 2 = 0$

    ii. $x^2 + 4x - 5 = 0$ (08 Marks)

b) Solve the following systems of simultaneous equations,

$$x - 3y = 1$$
$$x + 5y = 35 - x$$ (07 Marks)

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8. Which of the following is,

$$\lim_{x \to 1}(x^2 + 5x + 2)?$$

   a) 8   b) 7   c) 10   d) 0

9. Which of the following is, $\frac{d}{dx}(xe^x)$.

   a) xe^x b)$(x + 1)e^x$ c)$x + e^x$ d) e^x

10. Which of the following is incorrect?

   a) $\lim_{\theta \to 0} \frac{\sin \theta}{\theta} = 1$

   b) $\begin{pmatrix} 8 & 5 \\ 2 & -1 \end{pmatrix} + \begin{pmatrix} 1 & 0 \\ 3 & -5 \end{pmatrix} = \begin{pmatrix} 9 & 5 \\ 5 & -6 \end{pmatrix}$

   c) $\frac{d}{dx}(\cos x^2) = -\sin x^2 \cdot 2x$

   d) $\int \tan x \, dx = \cot x + C$ $(C - arbitrary\ constant)$

(25 Marks)

Question 02

a) Evaluate the following.

   i) $\left(\frac{1}{2} + \frac{3^3}{5} \times \frac{1}{81}\right) + \frac{2}{5}$

   ii) $(729)^{1/6}$

   iii) $32^{2/5} + \left(2\frac{4}{3} \div \frac{5}{3}\right)^2 - \frac{2}{3}$ (09 Marks)

b) Determine whether $(x - 2)$ is a factor of $f(x) = x^2 + x - 6$, using the Factor theorem.

(05 Marks)

c) Simplify the following.

   i. $(3x^2 - 6x + xy) + (2x^3 - 5x^2 - 3y) + (7x + 8y)$

   ii. $(5x^4 - 2x^2 + 4x - 3) - (5x^4 + 3x^3 - 4x + 3)$ (06 Marks)

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3. Which is not a polynomial function?

   a) $f(x) = -x^3 + 2x + 8$

   b) $f(x) = 11x^{1/3} + 2x^{-1} + 5x^{-2} - 10x + 8$

   c) $f(x) = \frac{1}{3}x^5 - \frac{4}{2}x^3 + \frac{1}{3}x^2 + x$

   d) $f(x) = (x + 1)(x^2 + 3x - 1)$

4. What are the factors of $3x^2 - 2x - 1$,

   a) $(x - 1)(3x + 1)$

   b) $(3x - 1)(x + 1)$

   c) $(x^2 - 1)(3x + 1)$

   d) $(3x - 1)(x - 1)$

5. Rationalize the denominator of $\frac{5+\sqrt{2}}{2\sqrt{3}}$.

   a) $\frac{5\sqrt{3}+\sqrt{6}}{6}$ b) $\frac{(5+\sqrt{2})\times 2}{2\sqrt{3}\times 2}$ c) $\frac{23}{2\sqrt{3}(5-\sqrt{2})}$ d) $\frac{(5+\sqrt{2})\sqrt{3}}{1}$

6. Which of the following is the derivative of $3x^2 - 5e^x$?

   a) $6x - 5e^x$ b) $6 - 5e^x$

   c) $6x - 5e^x$ d) $6x + 5e^x$

7. Simplify. $(2x + 3)(x - 4)$

   a) $2x^2 - 5x - 12$

   b) $2x^2 + 7x - 7$

   c) $x^2 - 6x - 12$

   d) $2x^2 + 5x + 12$

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Course CODE: BMgt 556
Year 1 Semester I
SEMESTER END EXAMINATION
Business Mathematics– THM 11042

- This paper consists of SEVEN (07) questions on SIX (06) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.13   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

Write the correct answer in the answer booklet.

1. Choose the answer when you simplify,

$$\frac{\left(2\frac{7}{9}\right)^{\frac{3}{2}}}{\left(\frac{5}{3}\right)^{3}}$$

a) $\frac{5}{3}$ b) $\frac{3}{5}$ c) 27   d) $\frac{1}{27}$

2. $2x^2 + 6x - 2$ is,

a) A polynomial
b) An equation
c) An identity
d) All of the above

a) Identify the different types of discrimination happening in the society.   (10 Marks)

b) Explain regarding the discrimination occurring in the tourism industry.   (15 Marks)

Question 06

The success of a business mainly relies on the positive relationship maintenance with the stakeholders of the business entity. Identify the importance of maintaining positive relationships with the society? and what are the ways of keeping good relationship with them?   (25 Marks)

Question 07

"80% of the Sri Lankan people are still considered as the rural society" Briefly explain on the rural society of Sri Lanka, how the tourism industry can take the use of this and earn revenue?   (25 Marks)

--------------------END OF THE QUESTION PAPER----------------

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Question 03

Conflict is the confrontation of powers. Power takes many forms. Power can be identive and assertive, altruistic and manipulative, coercive and physical, and so on.

a) What is a social conflict? (05 Marks)

b) List out the main reasons for a conflict to occur? (05 Marks)

c) Identify the impact of conflicts to the tourism industry? (10 Marks)

Question 04

A diversity policy acknowledges that individuals come from diverse backgrounds and are entitled to mutual respect and understanding and to access opportunities and participate in and contribute to the social, cultural, economic and political life of the community.

Design a cultural diversity policy to Sri Lanka for year 2020-2025. Your answer should discuss,

• An introduction to the diverse culture of Sri Lanka

• Purposes and Aims of the diversity policy

• Key Actions (25 Marks)

Question 05

Discrimination strikes at the very heart of being human. It is harming someone's rights simply because of who they are or what they believe. Discrimination is harmful and perpetuates inequality.

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Year 1 Semester I
SEMESTER END EXAMINATION
Managing Diversity for Tourism – THM 11081

- This paper consists of SEVEN (07) questions on THREE (03) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.15   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

Sri Lanka has a diversified culture with a diverse population representing various communities and ethnic groups.

a) Explain the concept diversity.   (05 Marks)

b) Explain how the diversity impacts for the tourism industry.   (20 Marks)

Question 02

The people of Sri Lanka are divided into ethnic groups whose conflicts have dominated public life since the nineteenth century. The two main characteristics that mark a person's ethnic heritage are language and religion.

a) Explain the different ethnic groups in Sri Lanka with appropriate examples.

(15 Marks)

b) Differentiate the Theory of Stratification with the Social Stratification in Sri Lanka.

(10 Marks)

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Year 1 Semester I
REPEAT EXAMINATION
Microeconomics THM11032

- This paper consists of SEVEN questions on Four (04) pages.
- Answer <u>Four (04)</u> Questions including Question No. 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2019.12.10   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

(a) "Microeconomics looks at the smaller picture and focuses more on the individual interactions made in particular markets". Briefly explain the statement.

(04 Marks)

(b)   Explain the terms of Scarcity with the aid of an example   (04 Marks)

(c)   Briefly explain the factors affecting to Income Elasticity of Demand   (04 Marks)

(d)   What causes shift in the Production Possibilities Frontier inward.   (04 Marks)

(e)   Identify the characteristics of "Planned Economy"   (04 Marks)

(f)   Briefly explain two methods of government intervention in Market Price Controls.

(05 Marks)

Question 02:

Productivity has fallen recently in Finland particularly in the public sector. The country has a relatively high number of small firms. In recent years the price elasticity of demand and the price elasticity of supply of the products made by Finnish firms have changed.

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(a) What is the difference between the private sector and the public sector?

(02 Marks)

(b) Explain two reasons why productivity may fall and provide steps to increase the productivity of small firms. (06 Marks)

(c) Identify the factors affecting to Price elasticity of Demand (03 Marks)

(d) Analyse how an increase in the price elasticity of demand (PED) and the price elasticity of supply (PES) of its products could benefit a firm. (06 Marks)

(e) Discuss whether or not small firms are likely to survive in the long run.

(08 Marks)

Question 03:

Sales of bottled water in China doubled between 2010 and 2015. In 2013 China overtook the USA as the biggest market for water by volume, but not value as the price of a bottle was higher in the USA. The increase in global consumption of bottled water has increased the size of firms producing bottled water but has also increased pollution.

(a) Define the size of firms based on its production. (02 Marks)

(b) Explain two causes of a shift of a supply curve to the right. (04 Marks)

(c) Briefly explain how the term of elasticity affects to revenue of a firm (05 Marks)

(d) Analyse why the price of a product may be higher in the USA than China.

(06 Marks)

(e) Discuss whether large firms or small firms benefit consumers more. (08 Marks)

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Question 04:

Consider the following Demand and Supply equations of a service market.

$Q_{dx} = 450 - 10P_x$

$Q_s = 150 + 5P_x$

    (a) Find the equilibrium Price and the Quantity.   (06 Marks)

    (b) Illustrate the demand and supply curves in a diagram with the help of demand and supply schedules.   (08 Marks)

    (c) Government impose a unit tax of Rs: 2 for the above market, Find the new equilibrium of the market.   (04 Marks)

    (d) Find the Consumer Surplus and Producer Surplus. (Before Tax)   (04 Marks)

    (e) Find the division of a **tax burden** between buyers and sellers of this market

    (03 Marks)

Question 05:

The price elasticity of demand (PED) for sugar in most countries is less than 1. In 2017, the price of sugar fell. However, the price of specialized, higher quality sugar grown in countries such as Mauritius fell by less than the average global price. Efficient producers, such as some farmers in Brazil that have a low fixed cost of production, were also less affected by the fall in price.

    (a) State the formula used to calculate PED.   (02 Marks)

    (b) Explain two reasons why the price of sugar may fall.   (04 Marks)

    (c) Analyse the possible reasons why a producer's fixed cost may increase. (05 Marks)

    (d) Briefly explain the term of Efficient Producer with the aid of an example (06 Marks)

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(e) Discuss whether or not a country will benefit from specializing in an agricultural product such as sugar. (08 Marks)

Question 06:

(a) Identify the factors affecting to supply of a firm (04 Marks)

(b) Briefly explain the term of "Normal goods" and "Geffen goods". (06 Marks)

(c) Briefly explain the term of Income elasticity of Demand and interpret the results of the sign of the co-efficient. (06 Marks)

(d) Assume, If the price of petrol increased from Rs:120 to Rs:150 and demand fell from 22,000 units to 5,700. Calculate the PED of the above commodity. (04 Marks)

(e) Assume your income is increased from Rs:30,000 to Rs:55,000 and the demand for transportation is increased from 20 to 55 (Number of trips). Calculate the income elasticity of demand (YED) and interpret the results. (05 Marks)

Question 07:

Briefly explain following with the aid of an example. Explain only **05 Terms.**

(a) Opportunity Cost

(b) Cardinal Utility Theory

(c) Law of Diminishing Marginal Utility

(d) Perfectly Competitive Market

(e) Marginal Cost

(f) Average Cost

(g) Cross Price Elasticity of Demand

(h) Law of Demand (5*05 Marks)

------------------END OF THE QUESTION PAPER----------------

Colombo International Nautical and Engineering College

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Year 1 Semester I
REPEAT EXAMINATION
Managing Diversity for Tourism – THM 11081

- This paper consists of SEVEN questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.12.09   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

Sri Lankan Rural society is rich with special and unique features.

    (a) Discuss the features of exemplary Sri Lankan Rural Village   (20 Marks)

    (b) Draw a structure of an exemplary rural village and name each feature

        (05 Marks)

Question 02

Being an ethical consumer means buying products which were ethically produced and/or which are not harmful to the environment and society

    (a) Explain the Ethical Responsibility of a consumer with appropriate examples from Tourism Industry   (10 Marks)

    (b) Explain how a company can benefit the society   (10 Marks)

    (c) What are the principles to guide a more sustainable purchase?   (05 Marks)

Question 03

    (a) Define "Cross Culture Communication"   (05 Marks)

    (b) What are the suitable Multicultural Communication Tips for Today's?

        (10 Marks)

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(c) Misunderstandings are common among people when communicate with cross cultures. Explain the barriers for Cross Culture Communication   (10 Marks)

Question 04

(a) German Sociologist, Max Weber has explained three variations to understand the social stratification in his three-component theory of stratification. Explain those three variations   (10 Marks)

(b) Discuss the Ethnic Diversity of Sri Lanka   (15 Marks)

Question 05

Below is a 1 night and 2 days tour package which includes mobile camping, safari and rural village experience

Day 01

Arrival at Yala village border camp by 12.30 PM

Enjoy a Rice and curry village lunch

Afternoon safari in Yala National Park from 3 to 6 PM. Yala is the home for Leopards, Elephants, Sloth Bears, Spotted Deer, Crocodiles and many varieties of Birds.

BBQ Dinner and overnight stay at the camp

Day 02

Breakfast at the camp

Rural Dairy Farm experience - Sri Lanka is an agricultural country; hence dairy farming is a main livelihood in most of the villages. The southern part of Sri Lanka is particularly popular for buffalo curd as a home industrial business thereby making it a must see as you explore Sri Lanka's southern charm. This Responsible Trail gives you a glimpse into this

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charm enriching the experience that you seek...

In the early morning you will be engaging in this activity with village dairy farmers. Along with the farmers, you may participate to lead the cows to the lake or their shelters and also engage in the task of milking the cows. This may be your once in a life time experience to drink fresh milk on the spot too! Next, you can help the farmers to take milk pots to their houses to make curd in the traditional way. Thereafter, you may participate in the traditional curd processing with a village farmer and his family.

Village Market experience - Guests can get a glimpse into the local lifestyle during this excursion where our team will guide them to the local market to buy fresh vegetables and fruits while enlightening them about the native names of the fruits and vegetables, their health benefits and nutrition factors etc.

Back at the camp, you could cook a Sri Lankan meal using the ingredients you bought in the village market with our village staff and enjoy it as lunch.

Check out by 2PM

(a) Explain the new experiences which tourists can have during their stay at above mentioned rural dairy farm   (10 Marks)

(b) Give your ideas to develop rural tourism in a Tank based, dry zone, traditional village in Anuradhapura area   (15 Marks)

Question 06

Write short notes on below topics

i.   Nuwarakalaviya

ii.   Traditional Sri Lankan Paddy field

iii.   Stereotypes in Cross Culture Communication

iv.   Tamils (as an ethnic group of Sri Lanka)

v.   key elements of social stratification   (25 Marks)

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Question 07

The City of Stonington is a culturally diverse city with residents from 143 countries who speak 108 different languages. This rich diversity is what makes our city a great place to live, supported by Council's commitment to creating a connected community that fosters the hopes, wellbeing and aspirations of all people and recognize that all persons have equal rights in the provision of and access to services and facilities.

Arising from the research and consultation, which has been undertaken in the development of the Cultural Diversity Policy 2015-2019, Council has clarified its policy in relation to cultural diversity.

'Council recognizes and respects that everyone has the same human rights entitlement to allow them to participate in and contribute to society and our community…. and recognizes that all persons have equal rights in the provision of and access to services and facilities.'

The purpose of the Cultural Diversity Policy 2015-2019 is to provide a profile of Stonington's culturally diverse community, provide a strategic framework for a whole of organization approach to culturally responsive service planning and provision and Detail specific actions to achieve Council's vision for a culturally diverse community

The aims of the Cultural Diversity Policy 2015-2019 are to ensure Council are effectively engages and communicates with our culturally diverse residents, Plans and delivers culturally responsive services, facilities and programs, Works collaboratively with others to reduce barriers experienced by culturally diverse residents and Develops the capacity of our workforce to enhance the ways we engage, communicate and consult with our diverse communities

Council will work towards achieving the following key actions over the next four years:

- Implement the City of Stonington 'Statement of Commitment' to Cultural Diversity
- Develop alternative methods of communication with non-English speaking residents via the website and Council's publications. This will include

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investigating and adopting new technologies and digital communication methods

- Implement the recommendations of the Ethnic Services Committee review and establish the Multicultural Strategic Planning Group

- Establish an internal Cultural Diversity Working Group to facilitate cross communication across Council departments regarding issues affecting culturally diverse communities to better plan and deliver services

- Develop support services for culturally diverse young people who identify as gay, lesbian, bisexual, transgender or intersex

- Incorporate cross-cultural awareness training into Council's annual training calendar to ensure that training is provided annually to staff

- Develop and implement a cultural planning checklist to be used by Council services to provide guidance in relation to culturally responsive planning and evaluation

- Develop resident information kits in community languages

- Improve processes and systems to better capture staff abilities and skills to enhance service delivery, and encourage a greater diversity in the workforce

- Develop strategies for engaging with emerging culturally and linguistically diverse communities across all age groups.

(a) Give an introduction to the socio-cultural diversity of the city of Stonington

(05 Marks)

(b) What is their purpose of developing a Socio-cultural Diversity Policy?

(05 Marks)

(c) Explain the aims of the cultural diversity policy of city of Stonington

(05 Marks)

(d) Explain the key actions taken by the council for effective cross cultural communication (10 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
REPEAT EXAMINATION
Management Process and Practices – THM 11023

- This paper consists of EIGHT questions on TWO (02) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.12.06   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Write short notes on the below topics;

   I.   Work specialization

   II.   Departmentalization

   III. Chain of command

   IV. Centralization vs Decentralization   (4 * 5 Marks = 20 Marks)

Question 02

Discuss the behaviors that are commonly associated with effective leadership using suitable

literature of your choice.   (20 Marks)

Question 03

"History is important because it can put current activities in perspective". Briefly explain

five land mark eras in the management history.   (20 Marks)

Question 04

List five factors/ forces in the macro environment. Explain how three of the listed factors/

forces impact a business using examples.   (20 Marks)

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Question 05

a) "Planning is looking ahead, and control is looking back". Explain this statement.

(10 Marks)

b) Contrast the main approaches for planning. (10 Marks)

Question 06

a) List three essential skills of a manager and explain two out of them. (05 Marks)

b) Classify decisions and decision-making condition. (15 Marks)

Question 07

"Early theories of motivation are useful as they represent the foundation from which contemporary theories grew". Compare and contrast two such early motivation theories.

(20 Marks)

Question 08

a) Graphically illustrate the elements of the communication process (08 Marks)

b) The control process is a three-step process. Explain this process using examples.

(12 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
REPEAT EXAMINATION
Introduction to Tourism and Hospitality Industry – THM 11013

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.12.05   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Tourism is the largest and the fastest growing service industry in the world today. International tourist arrivals grew 7.0% in 2017, the highest increase since the 2009 global economic crisis and well above UNWTO's long term forecast of 3.8% per year for the period 2010 to 2020.

(a)   Write down the UNWTO definition for "Tourist"   (05 Marks)

(b)   Explain how Tourism supports to the economic development of Sri Lanka

                                                     (07 Marks)

(c)   Explain 4 As of Tourism with appropriate examples   (08 Marks)

Question 02

Tourism and Hospitality Creates opportunities for employment in the service sector of the economy, associated with tourism

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(a) What are service sectors related to Tourism industry? Give appropriate examples to each sector (10 Marks)

(b) Explain the differences between physical goods and services (05 Marks)

(c) What are the reasons for growth of services (05 Marks)

Question 03

Terrorism negatively impacted tourism in individual countries. Sri Lanka was a few days short of celebrating a decade of peace since the end of the 30-year old separatist conflict, when a series of horrific attacks in three churches and three tourist hotels claimed many lives and injured another innocent people including tourists.

(a) Explain the impacts of Easter Sunday Terrorist attack to Sri Lanka Tourism Industry (10 Marks)

(b) Energy Crisis is a global challenge which faced by many industries not only Tourism. It is argued that tourism contributes considerably to a country's 'energy bill. Explain How tourism and hotel sector can reduce the energy consumption (10 Marks)

Question 04

Earlier ages travelling was limited to the rich people who had huge money and leisure time. Specially rich Romans used to travel to beach resorts in Greece and Egypt.

(a) Explain the Grand Tour. Your answer should include (10 Marks)

      The origin of Grand Tour

      Main cities they visited

      Main activities they engaged

(b) 20th Century shows the development of Mass Tourism Industry of the world. Discuss positive and the negative impact of Mass Tourism (10 Marks)

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Question 05

KADUGANNAWA - FORGOTTEN CITY OF SRI LANKA EMERGES AS MOST SERENE
TOURIST TOWN IN SOUTH ASIA

Kadugannawa, considered the gateway town to the central highlands and Sri Lanka's
sacred city – Kandy – is set to become the newest addition to South Asia's nature immersion
and spiritual rejuvenation tourism by end-2019. Due to its understated modernization and
absolute immersion in nature resulting in untouched landscapes, Kadugannawa is
considered to be one of the Central Highland's commercial towns that have managed to
remain un spoilt by development. Kadugannawa, and its extension into Balumgala, feature
vast mountain ranges, a scenic country-side town, several natural landmarks, historic
landmarks and an abundant surrounding forest and lush greenery.

As tourism evolves from commercial travelers to wellness and experiential travel,
Kadugannawa becomes the answer to spiritual and nature retreats, offering 'paradise
value' complemented by historic value and exclusive boutique property getaways.
Considered an area with high investment and hospitality value (in the upcoming 10 years),
Kadugannawa is expected to assist with the high congestion percentage that has plagued
Kandy town for almost two decades.

Historically home to places such as Balumgala, Dawson Tower, the National Railway
Museum, Nelligala Temple, tea factories, Rock Tunnel, Uthuwan Kanda and the Saradiyal
Mount Rock Village, and more, Kadugannawa since 2018 has worked towards becoming a
spiritual haven for mindfulness studies and nature immersion. As Kadugannawa begins to
make its mark on Sri Lanka's tourism industry, it welcomes hotel operators such as Rome
Hotels & Resorts, as it launches its flagship property – The Fortress, Balumgala in 2019.

Several other local and international hotel operators are expected to enter the market with

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properties promoting relaxation and the connection to nature, with completion by 2025.

(a) Explain the reasons to recognize Kadugannawa as the most serene tourist town in South Asia (10 Marks)

(b) Present the importance of identifying and promoting less popular Tourist destinations in the country (10 Marks)

Question 06

A goal of developing the tourism industry in a community is maximizing selected positive impacts while minimizing potential negative impact

(a) Explain the positive Economic, Environmental and Socio-Cultural impacts of Tourism with appropriate examples (09 Marks)

(b) Define the term "Sustainable Tourism" (06 Marks)

(c) What are the negative environmental impacts of Tourism (05 Marks)

Question 07

(a) What is Tourism Demand? (04 Marks)

(b) What are the three principle elements of Tourism demand? (06 Marks)

(c) Explain 5 Socio psychological determinants of Tourism demand with appropriate examples (10 Marks)

Question 08

The success of the tourism sector in any country relies on the involvement of the government sector, private sector and also all concerned stake holders. In the development

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of Tourism in the country, all these sectors have to play a vital role together.

(a)   Give a brief Introduction about any of below international organizations

(05 Marks)

   i.   United Nations World Tourism Organization

   ii.   Pacific Asia Travel Association

   iii. World Travel and Tourism Council

(b)   Explain the four government bodies related to Tourism industry of Sri Lanka

(12 Marks)

(c)   Name three other local organizations which are indirectly related to Tourism
       Industry of Sri Lanka   (03 Marks)

-------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
REPEAT EXAMINATION
IT for Tourism – THM 11052

- This paper consists of SEVEN questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.12.04   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

A security policy is a written document in an organization outlining how to protect the organization from threats.

(a) What are the things may include in a company's security policy? Briefly describe your answer.   (05 Marks)

(b) Write five (05) criteria when you are choosing a password or setting up password guidelines.   (05 Marks)

(c) What is the importance of taking backups? How do you take backups? Briefly explain your answer.   (10 Marks)

(d) List some common health problems associated with using a computer.   (05 Marks)

Question 02

(a) What is a computer? Briefly describe the answer.   (04 Marks)

(b) Write four (04) input devices and three (03) output devices of a computer.
                                                                           (07 Marks)

(c) Briefly describe following type of computers.
     1) Mainframe Computers
     2) Personal Computers   (08 Marks)

(d) Explain the differences between "Hardware" and "Software". Give examples for each.   (06 Marks)

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Question 03

(a)   What is an operating system? Describe your answer within three (03) examples.
(06 Marks)

(b)   What is the file management? Why file management is important for computer users?
(06 Marks)

(c)   Why do we need file compression?   (05 Marks)

(d)   Write two (02) types of file compressors.   (02 Marks)

(e)   Define the following terms.   (06 Marks)
1) File
2) Folder
3) Control Panel

Question 04

(a)   Briefly describe the term of HTML.   (06 Marks)

(b)   Write the code segment to define a link to google   (07 Marks)

(c)   What is the output of following code?   (12 Marks)

```html
<html>
    <head>
        <title>List</title>
    </head>

    <body>
        <p>This is my first paragraph. </p>
        <ol>
            <li>Books</li>
            <li>Confectionaries</li>
            <li>Toys</li>
            <li>Cloths</li>
            <li>Flowers</li>
        </ol>
    </body>
</html>
```

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Question 05

(a)   What is a "computer virus"?   (06 Marks)

(b) Briefly describe following computer viruses.   (08 Marks)
   1) Macro Virus
   2) Boot Virus
   3) Overwrite Viruses
   4) Network Virus

(c)   How does virus enter your computer? Write three (03) ways.   (03 Marks)
(d)   Briefly describe three (03) ways to protect your computer from viruses.
                                                                             (03 Marks)

(e)   What is a firewall? Briefly explain with the purpose of using a firewall.
                                                                             (05 Marks)

Question 06

(a)   What is a Database Management System? Give three (03) examples for DBMS.
                                                                             (06 Marks)

(b)   List down five (05) advantages of databases.   (05 Marks)

(c)   Create a table call **student** for Student_Management_System database. First field
        name should be the primary key   (05 Marks)

	Field Name	Data Type
🔑		

(d)   List down four (04) Database objects.   (04 Marks)

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(e)   Consider following table 'Sales'. Write a query to select the Country of item where Item_Code is 2.   (05 Marks)

Item_Code	Item_Name	Price	Country
1001	Charger	75000	Sri Lanka
1002	Air Condition	125000	India
1003	Bag	8900	India
1004	Washing Machine	54000	Sri Lanka

Question 07

Write the formulas for following questions. These questions are based on the excel sheet bellow.

(a)   Find the total amount earned by Finssry.   (05 Marks)

(b)   Calculate total amount during the last three days (20/1/2019, 21/1/2019 and 22/1/2019).   (05 Marks)

(c)   Calculate the total amount during the given time period?   (03 Marks)

(d)   What is the average amount of given time period?   (05 Marks)

(e)   Display the profit of Bromley on 1/1/2019 as 'High' if amont is more than 1500. Else display as 'Low'.   (07 Marks)

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	A	B	C	D	E	F
1	Country ▾	SalesPerson ▾	Order_Date ▾	Order_ID ▾	Units ▾	Amount ▾
2	USA	Gloucester	1/1/2019	10111	5	7000
3	UK	Bromley	1/1/2019	10236	1	1448
4	UK	Finssry	1/1/2019	10289	2	1500
5	USA	Gloucester	1/1/2019	10389	5	5000
6	UK	Finssry	2/1/2019	10397	1	750
7	UK	Fuller	2/1/2019	10456	3	1063
8	USA	Callahan	5/1/2019	10478	5	8000
9	USA	Ben	5/1/2019	10487	9	10000
10	USA	Callahan	8/1/2019	10598	10	6852
11	USA	Gloucester	10/1/2019	10654	4	456
12	USA	Ben	10/1/2019	10678	6	7700
13	USA	Callahan	10/1/2019	10687	8	4563
14	USA	Callahan	15/1/2019	10699	9	2558
15	UK	Bromley	15/1/2019	10712	7	9000
16	UK	Raylet	16/1/2019	10723	8	10000
17	UK	Raylet	18/1/2019	10756	5	6400
18	UK	Bromley	18/1/2019	10798	2	45200
19	USA	Gloucester	20/1/2019	10852	2	2000
20	UK	Finssry	21/1/2019	10863	1	1500
21	USA	Callahan	22/1/2019	10874	3	3000
22						

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I

REPEAT EXAMINATION

Business Mathematics I – THM11042

- This paper consists of SEVEN questions on SEVEN (07) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- Calculators are NOT allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.
- Use MCQ answer sheet to answer Question 01

Date: 2019.12.03   Pass mark: 40%   Time: 02 Hours

Question 01 - Compulsory

1. The derivative of $\frac{ax+b}{cx+d}$ with respect to $\frac{ax+b}{cx+d}$ is

(A) $\frac{b}{cx+d}$

(B) $\frac{a}{cx+d}$

(C) $\frac{ax+b}{d}$

(D) 1

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2. Degree of a polynomial is the
(A) largest coefficients of x

(B) smallest coefficient of x

(C) lowest power of x

(D) highest power of x

3. $X^2 + 4x + 4$ is
   (A) polynomial
   (B) equation
   (C) identity
   (D) None of Above

4. What are the factors of $x^2 - 2x - 24$?
   (A) (x-4) (x+6)
   (B) (x-12)(x+2)
   (C) (x+12) (x-2)
   (D) (x+4) (x-6)

5. What is the second derivative of $-6x^3 + 5x^2$?
   (A) $18x^2 + 10x$
   (B) $-18x^2 + 10x$
   (C) $18x^2 + 5x$
   (D) $8x^2 + 10x$

6. physically, integrating $\int_a^b f(x)\, dx$ means finding the
   (A) Area under the curve from a to b
   (B) Area to the left of point a
   (C) Area to the right of point b
   (D) Area above the curve from a to b

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7. Which of the following is the derivative of $f(x) = \sqrt[3]{x}$?

   (A) $\quad f'(x) = \sqrt[3]{1}.$

   (B) $\quad f'(x) = \dfrac{3}{4}\sqrt[3]{x^4}.$

   (C) $\quad f'(x) = \dfrac{2}{3}\sqrt[3]{x^2}.$

   (D) $\quad f'(x) = \dfrac{1}{3\sqrt[3]{x^2}}.$

8. Which of the following is not a property of an exponential function?

   (A) The graph passes through the point (0,1)

   (B) The graph is decreasing

   (C) The graph is continuous

   (D) The domain is all real numbers

9. What is the solution of $(x^2 + 6x - 4)(2x-4)$

   (A) $2x^3 + 8x^2 - 32x - 16$

   (B) $2x^3 + 8x^2 - 32x + 16$

   (C) $2x^3 + 8x^2 + 6x + 4$

   (D) $24x^3 + 8x^2 + 6x + 8$

10. What is the solution of $(1/2a^2+1/2a+1/2)+(1/2a^2+a/2)$

   (A) $2/4a^2+1/2a+1/2$

   (B) $a^2+1/2a$

   (C) $a^2+a+1/2$

   (D) $1/2a^2+1/2a+1/2$

(2.5*10 = 25 Marks)

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Question 02

(a) Evaluate followings

    (i) $(4096)^{\frac{1}{6}}$ (02 Marks)

    (ii) $\left((-216)^{\frac{2}{3}}\right)$ (02 Marks)

    (iii) $(243)^{\frac{2}{5}}$ (02 Marks)

(b) Factorise $2x^2 - 8x$ completely. Hence simplify $\frac{x^2+x+12}{2x^2-8x}$ (03 Marks)

(c) Simplify followings

    (i) $(2X^3 - 6x - 3)(5X^4 + 2X^2)$ (03 Marks)

    (ii) $(4X^6 - 2X + 1) + (3X^3 + 7X - 4) - (-3X^6 - 2X + 7)$ (03 Marks)

(d) Factorise Completely

    (i) $28X^2 - 19X - 20$ (03 Marks)
    (ii) $6X^2 - X - 2$ (03 Marks)

(e) Divide $X^3 + 6X^2 + 13X + 12$ by $(X+3)$ (04 Marks)

Question 03

(a) Integrate the following functions

    (i) $\int X^{-5/2} dx$ (02 Marks)

    (ii) $\int \sqrt{3x}\,dx$ (02 Marks)

    (iii) $\int (2X^5 - 3X5 + X^{-1}) dx$ (02 Marks)

    (iv) $\int e^{-0.5x} dx$ (02 Marks)

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(v) $\int Sin\ (5x + 3)dx$ (02 Marks)

(b) Use integration by parts to find the Integral of $\int x * e^{2x}\ dx$. Hence find the integral of $\int x^2 * e^{2x}\ dx$ (10 Marks)

(c) Use integration by parts to find the integral of $\int \ln x\ dx$ (05 Marks)

Question 04

(a) Write the properties of exponential function (05 Marks)

(b) Draw $y = 2^x$ and $y = \frac{1}{2}^x$ curves on the same graph paper and show above properties on the graphs. (20 Marks)

Question 05

Differentiate Followings

(a) $Y = x^{5/3} - 2X^{\frac{7}{3}} - 5$ (03 Marks)

(b) $Y = \sqrt{5x}$ (03 Marks)

(c) $Y = \sqrt{x}\ (-2X^2 - X)$ (03 Marks)

(d) $Y = (x^2 + 9X)(x^3+5)$ (03 Marks)

(e) $Y = \frac{(2x+5)}{(3x^2+ 3)}$ (03 Marks)

(f) Use chain rule to differentiate followings

(i) $Sin^5 (5x - 2)$ (05 Marks)

(ii) $(5x - 2)^{\frac{1}{2}}$ (05 Marks)

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Question 06

(a) Given $Y = (3X^2 - 7X)^* 5X^6$
   (i) Find the derivative directly using Product rule.
                                                          (05 Marks)
   (ii) Simplify the original function by multiplication and then find the
      derivative.   (05 Marks)
   (iii) Compare the derivatives in 'Part i' and 'ii'   (01 Marks)

(b) For each of the following functions find the second – order derivative and third – order derivative. Evaluate them at $X = 2$
   (i) $Y = -2X^6 + 3X^3 - 5e^x$ (03 Marks)
   (ii) $Y = X^5 - 5X^3 - 5X^2$ (03 Marks)

(c) Find the derivative,

   (i) $y = \dfrac{-2x(2x - e^x)}{(3x - 2)}$ (04 Marks)

   (ii) Show that derivative of $y = Sin\ x\ /\ Cos\ x$ is equal to $Sec^2\ x$, using quotient rule (Hint: $Sin^2\ x + Cos^2\ x = 1$)   (04 Marks)

Question 07

(a) Solve following quadratic equations using the quadratic formula   (3*2 Marks)

   (i) $3x^2 - 4x = 2$

   (ii) $(2x - 3)^2 = 2x$

(b) Sketch the curve $y = -x^2 + 2x + 9$. Use the range [-5,5], On your sketch give the coordinates of the turning point   (10 Marks)

(c) $\int \dfrac{3x}{e^{3x}} dx$ (05 Marks)

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(d) Given the rate of net investment is $I = 9t^{\frac{1}{2}}$. Find the capital formation K in, 4

years {Hint: $K = \int_{a}^{b} I \, dt$ } (04 Marks)

-----------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
REPEAT EXAMINATION
Business English – THM 11063

- This paper consists of FIVE questions on TWELVE (12) pages.
- Answer <u>ALL</u> Questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.12.02   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Read the following article about the ways in which the climate affects business and answer the given questions.

What is achievement?

Achievement is an important competency given that the more you can achieve, the better your prospects will be when it comes to looking for a new job. Achievement is what you have done of significance at work which has benefited your company or organization. Think about your work achievements. Or even your life achievements - these are the successes that you have had so far. Perhaps you have just passed your driving test, or maybe after many years of trying, you have learnt to swim. This is an achievement as it is something you have worked hard for, and in the end the results have been successful.

Why is it important?

In our lives it is important to have objectives so when you have reached them you can say you have some achievements. Think about when you were younger, and your ambitions. Maybe you wanted to become a doctor, so you studied hard, and you finally became a doctor. Perhaps you wanted to have a house with a big garden. Can you remember the day you fulfilled this dream? These are personal achievements and they give you the feeling of

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self-satisfaction, confidence, and happiness. Let us now take a look at your work achievements. When you have achievement at work it means that you are working towards goals normally set by others, but they can be set by yourself, too. Perhaps you have to reach a sales target, or you need to complete a project within a deadline, or perhaps you need to see clients or customers and help them in some way. If you succeed in helping them, or you reach your sales target, or you complete your project by the deadline, you have examples of achievements. Striving for achievements shows determination and tenacity.

How can you show it?

If you have a job interview and you want to demonstrate your achievements you need to think about different situations you have been in, the actions you have taken, and the results of these actions. Perhaps you have had a difficult customer, how have you dealt with that person? Did your action benefit your organization? In what way? If your results were successful, state this either in your job application, or in your interview. Think about the skills which you have which make you attractive and valuable as an employee. Remember the more achievement you can give as examples, the more you can sell and market yourself for the job.

(a)   Find an adequate definition to describe achievement.   (02 Marks)

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(b)   What gives you the feeling of self-satisfaction, confidence, and happiness?

(02 Marks)

....

(c)   Who sets goals?   (02 Marks)

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(d)   According to the passage, how can one become successful in marketing field?

(02 Marks)

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(e)   Give two examples of achievement as explained in the passage?   (02 Marks)

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(f)   Explain the meaning of the following five words as used in the text: (05 Marks)

competency, benefit, deadline, determination, demonstrate

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(g)   Write a summary of the above article using less than 50 words. Do not exceed
       the word limit.   (05 Marks)

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Question 02

(a)   Read the following memo and answer the questions given.

Memo

From : The Manager / Administration

To : Computer Programming Division

Cc. : CEO

Subject : Attaching Cover Sheets to TPS reports

Date : 22nd October 2018

This is to remind you the division that, starting today, we are now filing all Testing Procedure reports with new cover sheets.

The reason for this change is simple. In addition to new format, the cover sheets provide a summary of the report as well as the updated legal copy. The new cover sheets also include company's new logo.

Though this change may initially seem like a headache and an extra step, it is necessary to include the new cover sheets due to their updated information. Failing to do so will result in a confusing and inaccurate product delivered to our customers.

Please be sure to follow this new procedure.

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i.   What is this memo about?   (02 Marks)

....

ii.   What does TPS stand for?   (02 Marks)

....

iii.   What does the new cover sheet include?   (02 Marks)

....

iv.   Why is it necessary to include the new cover sheet?   (02 Marks)

....

v.   What benefit will customers get with the new cover sheet?   (02 Marks)

....

(b)   Imagine you are the Head of the IT Department and want to inform all employees regarding a network-systems upgrading. This will lead to a temporary closing down of internet services for five hours from 1.00 p.m. to 6.00 p.m. on the 26th October 2016. Write the memo you will send to all employees on the 23rd October 2018.

Use about 30 – 35 words.   (10 Marks)

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Question 03

(a) Insert the correct coordinating conjunction: unless, whereas, although, despite, if

(05 Marks)

i.   Most employees will stay .... employers offer good salaries.

ii.   .... everyone worked hard, the company didn't profit.

iii.   .... applying for hundreds of jobs, he is still out of work

iv.   The company will be bankrupt .... they reduce costs in the next
        three years.

v.   Some of the studies show positive results, ... others do not.

(b) Fill in the blanks with the most suitable verb given within brackets.   (05 Marks)

i.   They .... a bakery now. (run)

ii.   The manager is not in. He .... out. (just go)

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iii. The new company .... fish to Singapore. (export)

iv. The workers .... the factory when the fire broke out. (leave)

v. My cousin .... at a competitive exam last week. (succeed)

(c) Write sentences to bring out the meaning of FIVE of the following words.

(10 Marks)

negotiable / employer / communication / audit / increase / equal / attach

i. ....

ii. ....

iii. ....

iv. ....

v. ....

Question 04

(a) You bought a new refrigerator from Snowise Electronics Colombo -06 last week. After three days it stopped working. Write a letter of complaint to the manager including the following. (10 Marks)

- the date of purchase and receipt number
- what's wrong with the refrigerator

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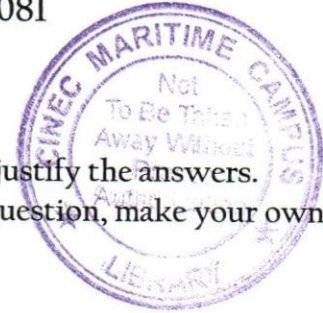
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- suggest action the company should take

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(b)   Read the following poorly written business letter and rewrite in appropriate

manner.   (10 Marks)

The manager

Globe IT Solutions

Col: 03

Hi Mr. Haturusinghe,

How is business? Hope doing well? This is to let you know five of the computers

you sent are damaged and not working. I don't know why? Didn't your employees

check before sending. Please do something.

Yours

Anura Perera

Manager/ Merchandising

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Question 05

Mr. Priyalal Perera has a fifty-perch land near a main city. He has saved nearly Rs.4.5 million in a leading bank. He worked as merchandising officer in a leading firm and retired last year. Write a suitable business plan to propose to Mr. Priyalal Perera.   (20 Marks)

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Year 1 Semester I
SEMESTER END EXAMINATION
Microeconomics THM 11032

- This paper consists of SEVEN questions on Five (05) pages.
- Answer <u>Four (04)</u> Questions including Question No. 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2019.09.10   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

(a) Briefly explain the factors of production in relation to the tourism industry.

(04 Marks)

(b) What are the main differences between a planned economy and a market economy?   (04 Marks)

(c) Identify factors that could change the tourism demand in Sri Lanka.

(04 Marks)

(d) Briefly explain the difference between renewable resources and non-renewable resources.   (04 Marks)

(e) Briefly explain the term of Contraction in Demand and Extension in Demand.

(04 Marks)

(f) What are the factors affecting to shift the Production Possibilities Curve (PPC) outward ?. Briefly explain.   (05 Marks)

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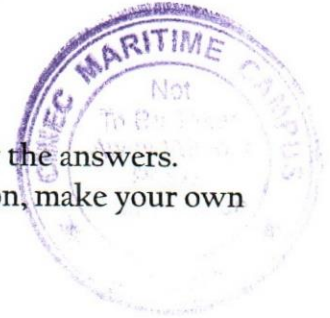Course CODE: BMgt 556/557

Question 02:

Both the private sector and the public sector are involved in building houses. In one country a private firm has built an extra 100 000 houses but, at the same time, its government has increased income tax significantly.

(a) Briefly explain the term of Public Goods. (03 Marks)

(b) Explain what determines the demand for houses. (06 Marks)

(c) Explain, using a demand and supply diagram, how these two actions would have affected the equilibrium price and the equilibrium quantity of houses. (08 Marks)

(d) Discuss whether it is better for the public sector to build houses rather than the private sector. (08 Marks)

Question 03:

In 2000 the Singapore government revenue from income tax, motor vehicle tax, betting tax and the tax on goods and services all increased. However, the revenue from the tax on goods and services doubled while that from income tax rose 7%. Singapore depends on its tourist trade for part of its wealth.

(a) Explain the difference between direct and indirect tax and identify one direct and one indirect tax in the above statement. (06 Marks)

(b) Discuss why governments impose taxes on Tourism Industry (06 Marks)

(c) Briefly explain the terms of Progressive Tax and Regressive Tax system of a country. (05 Marks)

(d) An increase in revenue from taxes is mentioned in the extract.

Discuss whether you can draw conclusions about what might have happened in Singapore to,

(i) the numbers of tourists, (04 Marks)

(ii) the level of unemployment. (04 Marks)

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Question 04:

Consider the Wine Tourism market and assume that it is characterized by the following equations:

Demand : $Qd = 100 - 8P$

Supply : $Qs = -20 + 2p$

Where Q is measured in quantity of number of bottles and P is for the price of a bottle. Use suitable curves and tables to explain your answers on following:

a) Find the equilibrium of the Wine market. (04 Marks)

b) Illustrate the Demand and Supply curve on a suitable diagram. (08 Marks)

c) Find the excess demand at the price of 10 and excess supply at the price of 15. (04 Marks)

d) Calculate the Consumer Surplus and Producer Surplus of the above market. (04 Marks)

e) Briefly explain how Black-Market function in the tourism industry. You may use diagram to support your answer. (05 Marks)

Question 05:

Increasing demand from China has made New Zealand the world's biggest exporter of dairy products. Its exports of milk to China increased by 45% in 2013. More than 300 000 hectares of land in New Zealand have been transferred to dairy use from other forms of farming and forestry use since 2000. The increase in milk production has caused the average cost of its production to fall and changes in production methods have affected the price elasticity of supply of milk.
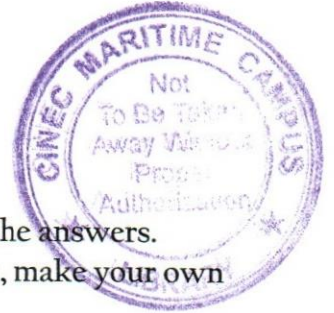
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(a) Why may less wheat be the opportunity cost of producing more milk? (03 Marks)

(b) Explain two reasons why the supply of a product may be price-inelastic. (04 Marks)

(c) Briefly explain marginal cost of a firm with the aid of a diagram. (05 Marks)

(d) "Entrepreneurship is the most important factor of production in the business process". Briefly explain the statement with the aid of an example. (05 Marks)

(e) Discuss whether the average cost of production always decreases when a firm increases the total output that it produces. (08 Marks)

Question 06:

(a) Identify the factors affecting to price elasticity of supply (04 Marks)

(b) Briefly explain the Price Elasticity Demand with the aid of an example and interpret the co-efficient value. (06 Marks)

(c) What is the difference between Price Elasticity of Demand and Point Elasticity of Demand. Briefly explain. (06 Marks)

(d) The quantity demanded, or product A has increased by 12% in response to a 15% increase in price of product B. Calculate the cross elasticity of demand and interpret the results. (04 Marks)

(e) Assume your income is increased from Rs: 45,000 to Rs:55,000 and the demand for Craft Tourism decreased from 80 to 50 (Number of Items). Calculate the income elasticity of demand (YED) and interpret the results. (05 Marks)

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Question 07 :

(a) Identify the characteristics of a perfectly competitive Market.   (04 Marks)

(b) Identify the characteristics of Oligopoly market.   (04 Marks)

(c) Identify the level of shutting down price of a perfectly competitive market.

(05 Marks)

(d) Copy the following table and fill the blanks. Illustrate the Marginal Cost and Marginal Revenue curve on a suitable diagram.   (12 Marks)

Output (Number of units produced)	Price	Variable Cost	Fixed Cost	Total Cost	Average Cost	Marginal Cost	Total Revenue	Profit
1	5	06	10					
2	5	08	10					
3	5	12	10					
4	5	17	10					
5	5	23	10					
6	5	31	11					

--------------------END OF THE QUESTION PAPER------------------

- This paper consists of SEVEN questions on FOUR (04) pages.
- Answer <u>FOUR</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.09.07   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

The two main characteristics that mark a person's ethnic heritage are language and religion. Managing the diverse society can create a better environment to the tourists and host community and also can give a better experience to the tourists

(a) There are four key elements that comprise social stratification of Sri Lanka. Explain each element   (15 Marks)

(b) German Sociologist, Max Weber has explained three variations to understand the social stratification in his three-component theory of stratification. Identify those components and explain them   (10 Marks)

Question 02

A diversity policy acknowledges that individuals come from diverse backgrounds and are entitled to mutual respect and understanding and to access opportunities and participate in and contribute to the social, cultural, economic and political life of the community.

Design a cultural diversity policy to Sri Lanka for year 2020-2025. Your answer should

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discuss,

- An introduction to the diverse culture of Sri Lanka
- Purposes and Aims of the diversity policy
- Key Actions   (25 Marks)

Question 03

When considering the Sinhala village and the rural society, the structure of the ideal rural society can be seen in Sinhala villages. Sinhala rural society can be clearly identified through studying the ideal structure of ancient village in Nuwarakalaviya.

(a) Explain the features of traditional Sri Lankan Village   (10 Marks)
(b) Draw a structure of the Traditional Village and name the features   (05 Marks)
(c) Discuss how Sri Lanka can promote Rural Tourism/ Village Tourism with available resources in the country using appropriate examples   (10 Marks)

Question 04

Democracy, human rights and the market economy have increasingly become values that unite countries; values that in different ways help to bring about improvements for the people of the world.

(a) Explain how organizations can benefit the society with appropriate examples

(13 Marks)

(b) "Good profitability, environmental accountability and social responsibility are all connected" Justify this statement   (05 Marks)

(c) Discuss the ethical responsibilities of a consumer with examples from Tourism Industry   (07 Marks)

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Question 05

Write short notes on below topics

    (a) Cross Culture Communication   (05 Marks)

    (b) High and Low Context Cultures   (05 Marks)

    (c) Sustainable Purchasing Principles   (05 Marks)

    (d) Caste System in Sri Lanka   (05 Marks)

    (e) Social Classes   (05 Marks)

Question 06

Our cultural understanding of the world and everything in it ultimately affects our style of communication as we start picking up ways of one's culture at around the same time we start learning to communicate. Cross Cultural communication plays a vital role in tourism industry since the industry always engages with the people from various cultures across the world.

    (a) What is a cross cultural business environment   (05 Marks)

    (b) Explain the barriers to cross culture communication   (10 Marks)

    (c) Culture influences the words we speak and our behavior. What are the Multicultural
        Communication Tips for Today's World?   (10 Marks)

Question 07

The Ramayana is an ancient Hindu literary epic of India. This famous narrative poem speaks of the life of the divine prince Rama, the reincarnation of God Vishnu. Sri Lanka has more than 50 Ramayana sites from the place of Seetha Devi's captivity to the battlefields of war where Lord Rama slew Ravana, the ten-headed demon-king. Ramayana Trails is a

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round tour organized to visit these sites. There are many places in Sri Lanka connected with Legends, myths, beliefs and other socio- cultural factors.

Identify a place of interest which connected with Legends, myths, beliefs and other socio-cultural factors in Sri Lanka.

(a) Give a brief introduction about the Legends, myths, beliefs or other socio- cultural factors connected to the selected place   (10 Marks)

(b) Explain the attractions and activities which can be promoted in the selected site and discuss how you are going to promote the selected place as a tourist attraction
                                                                                    (15 Marks)

--------------------END OF THE QUESTION PAPER----------------

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Year 1 Semester I
SEMESTER END EXAMINATION
Management Process and Practices – THM 11023

- This paper consists of EIGHT questions on TWO(02) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.09.05   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

a) Explain the nature and the purpose of organizing?   (07 Marks)

b) List six (06) key elements of organizational structure and explain three (03) out of them.

(13 Marks)

Question 02

a) Identify and briefly explain four (04) roles a manager adopts to perform the basic functions of management   (08 Marks)

b) Explain four (04) barriers to effective interpersonal communication   (12 Marks)

Question 03

a) First studies of management commonly referred as the classical approach to management. Discuss one (01) major contributions under classical approaches to management.   (08 Marks)

b) Explain one (01) contemporary management perspectives and discuss its relevance to modern day.   (12 Marks)

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Question 04

a) Identify and briefly explain the two (02) main elements of the external environment.

(05 Marks)

b) Explain the impact of the below forces for a business organization with examples;

    i.   Customers

    ii.   Economic forces

    iii.   Social-cultural forces.   (15 Marks)

Question 05

a) Why should managers plan? Explain minimum of two (02) reasons.   (04 Marks)

b) Distinguish between "Vision" and "Mission"   (06 Marks)

c) Well-stated objectives are SMART". Explain the statement using examples.   (10 Marks)

Question 06

Being effective in decision making is something that managers obviously want. Describe the decision-making process using an example of your choice.   (20 Marks)

Question 07

a) Discuss the learnings under one (01) early motivation theory using examples.

(10 Marks)

b) Contemporary theories of motivation provide current explanations of employee motivation. Explain learnings under such theory using example/s.   (10 Marks)

Question 08

a) Explain the concept "controlling"?   (05 Marks)

b) What are the steps involved in the process of controlling? Discuss each step using examples.   (15 Marks)

--------------------END OF THE QUESTION PAPER----------------

Library

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Year 1 Semester I
SEMESTER END EXAMINATION
Management Process and Practices – THM 11023

- This paper consists of EIGHT questions on TWO(02) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.09.05   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

a) Explain the nature and the purpose of organizing?   (07 Marks)

b) List six (06) key elements of organizational structure and explain three (03) out of them.

(13 Marks)

Question 02

a) Identify and briefly explain four (04) roles a manager adopts to perform the basic functions of management   (08 Marks)

b) Explain four (04) barriers to effective interpersonal communication   (12 Marks)

Question 03

a) First studies of management commonly referred as the classical approach to management. Discuss one (01) major contributions under classical approaches to management.   (08 Marks)

b) Explain one (01) contemporary management perspectives and discuss its relevance to modern day.   (12 Marks)

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Question 04

a) Identify and briefly explain the two (02) main elements of the external environment.

(05 Marks)

b) Explain the impact of the below forces for a business organization with examples;

    i.   Customers

    ii.   Economic forces

    iii.   Social-cultural forces.   (15 Marks)

Question 05

a) Why should managers plan? Explain minimum of two (02) reasons.   (04 Marks)

b) Distinguish between "Vision" and "Mission"   (06 Marks)

c) Well-stated objectives are SMART". Explain the statement using examples.   (10 Marks)

Question 06

Being effective in decision making is something that managers obviously want. Describe the decision-making process using an example of your choice.   (20 Marks)

Question 07

a) Discuss the learnings under one (01) early motivation theory using examples.

(10 Marks)

b) Contemporary theories of motivation provide current explanations of employee motivation. Explain learnings under such theory using example/s.   (10 Marks)

Question 08

    a) Explain the concept "controlling"?   (05 Marks)

    b) What are the steps involved in the process of controlling? Discuss each step using examples.   (15 Marks)

------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
SEMESTER END EXAMINATION
Introduction to Tourism and Hospitality Industry – THM 11013

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.09.03	Pass mark: 40%	Time: 03 Hours

Question 01: (Compulsory)

All sectors of the economy play an important role in making a stable and long running development. Tourism has recognized as one of the fastest-growing industries in Sri Lanka, the tourism sector has been experiencing an impressive growth both in terms of tourist arrivals and in foreign exchange earning

(a)   Explain how tourism contributes to the economic, environmental and socio-
       cultural development of Sri Lanka   (10 Marks)

The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we achieve each Goal and target by 2030.

(b)   What are the 17 SDG and explain the role of tourism industry in achieving three
       specific goals given for tourism industry   (10 Marks)

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Question 02

Tourism and Hospitality Creates opportunities for employment in the service sector of the economy

(a)   Explain the service sectors associated with Tourism industry with examples?

(06 Marks)

(b)   What are the characteristics of services? Explain with examples from Tourism and Hospitality industry   (10 Marks)

(c)   Leiper describes three main geographical elements in his Tourism system's model. Explain those three using an example   (04 Marks)

Question 03

Safety and security have always been indispensable condition for travel and tourism due to terrorist acts, local wars, Epidemics and pandemics and Natural Disasters.

(a)   Explain the impacts of Easter Sunday terrorist attack to Sri Lanka Tourism industry and what are the strategies which can be used to recover the industry fast? Explain using the experiences of other countries whose tourism industries were affected by terrorist attacks   (10 Marks)

It is argued that tourism, and particularly the recreational part of the product, may contribute considerably to a country's 'energy bill

(b)   Assume you are responsible for the environmental sustainability of a proposed 5-star hotel in Polonnaruwa. Explain the strategies you are going to introduce in order to reduce the energy consumption and to responsibly consume the energy in your hotel   (10 Marks)

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Question 04

As a current trend of the Tourism industry there's an increasing desire to explore smaller and less popular destinations in the cities and countries. People are discovering uninterrupted local culture and authentic experiences. these lesser known attractions might not have proper accessibility, accommodation facilities or other amenities. But people still are interested to visit those virgin or lesser known places to have fresh experience.

(a)   Identify and introduce a lesser known attraction of your area which could attract tourists due to its cultural/natural/historical values   (06 Marks)

(b)   Identify the potential attractions, activities, opportunities and resources in the selected area and explain your strategies to promote the selected destination as a tourist destination.   (14 Marks)

Question 05

20th Century shows the development of Mass Tourism Industry of the world.

(a)   Discuss the History and the journey of tourism industry up to developing as Mass market.   (12 Marks)

(b)   Discuss the Negative and Positive impact of Mass Tourism   (08 Marks)

Question 06

Most people think of tourism in terms of economic impacts, jobs, and taxes. However, the range of impacts from tourism is broad and often influences areas beyond those commonly associated with tourism.

Discuss the Impacts of Tourism with relevant examples   (20 Marks)

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Question 07

"Tourism demand has been defined in numerous ways, including 'the total number of persons who travel, or wish to travel, to use tourist facilities and services at places away from their places of work and residence" *Mathieson and Wall 1982*

(a)   Briefly explain the three principle elements of tourism demand?   (03 Marks)

(b)   Explain the determinants of Tourism Demands with apocopate examples

(14 Marks)

(c)   Briefly Explain the three elements which condition demand   (03 Marks)

Question 08

GROWING GLOBAL SUPPORT FOR TOURISM REVIVAL

Sri Lanka is continuing to attract global support for the quick revival of its tourism industry which took a heavy blow following the terrorist attacks on 21st April 2019. The International Congress and Convention Association (ICCA) Asia Pacific Chapter summoned a special meeting in Frankfurt, Germany on Monday 20 May to extend its support and solidarity to Sri Lanka and New Zealand.

A minute's silence was observed when the entire Asia Pacific Region came together to back the two nations in their bid to support the recovery of tourism. The meeting was called by ICCA (International Congress and Convention Association) – Asia-Pacific Regional Director Noor Ahmad Hamid on the sidelines of IMEX, which is the world's leading MICE event currently being held in Frankfurt, Germany.

Speaking to over 200 ICCA Asia Pacific members, Sri Lanka Convention Bureau (SLCB) Chairman Kumar De Silva highlighted Sri Lanka's resilience, stating that the country in

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general and the tourism industry in particular were fast returning to normal. He emphasised that every possible measure had been taken to ensure the safety of visitors and that the country was open for business. De Silva focused on the fact that none of Sri Lanka's famed tourism sites were affected by the recent events and that these places remained ready to welcome visitors.

SLCB, which is the country's apex convention organizer, is making a determined push to establish Sri Lanka as a hub for MICE tourism in the South Asian region. De Silva called on the industry to work together to overcome the challenge of global terrorism and invited industry leaders especially in the Asia Pacific region to visit Sri Lanka and witness first-hand how the country has recovered and is ready to welcome visitors. He termed this turnaround as being 'so Sri Lanka'. Last week United Nations World Tourism Organization Secretary General Zurab Pololikashvili called on the global community to offer its unwavering commitment to Sri Lanka Tourism by resuming travel to the country.
Source: Daily FT; Wednesday, 22 May 2019

(a)   Discuss the importance of International Tourism Organizations in a crisis situation with reference to Easter Sunday Attacks in Sri Lanka   (08 Marks)

(b)   Explain the role of Local Tourism Organizations in the development of Tourism Industry of the country   (12 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester I
SEMESTER END EXAMINATION
IT for Tourism – THM 11052

- This paper consists of SEVEN questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.08.31   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

Information is one of the most important organization assets. For an organization, information is valuable and should be appropriately protected.

(a)   Why a company should have security policy? Describe your answer with two (02) examples that a company's security policy may include.   (05 Marks)

(b)   Write five (05) criteria you must use when choosing a password or setting up password guidelines.   (05 Marks)

(c)   Briefly explain the purpose of having backups of computer files.   (05 Marks)

(d)   How do you take backups?   (02 Marks)

(e)   What is "copyright"?   (03 Marks)

(f)   Write five (05) types of works which are protected by copyright?   (05 Marks)

Question 02

(a)   What is an operating system? Describe your answer with three (03) examples for operating systems.   (06 Marks)

(b)   Define the following terms.   (06 Marks)
1) File
2) Folder
3) Control Panel

(c)   Write two (02) types of file compressors.   (02 Marks)

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(d) Write the file types for following extensions.   (07 Marks)
     1) .txt
     2) .doc
     3) .html
     4) .ppt
     5) .jpg
     6) .pdf
     7) .mp3

(e) List down four (04) main functions of an operating system?   (04 Marks)

Question 03

(a) What is a "computer virus"?   (05 Marks)

(b) How does computer virus damage to your computer?   (05 Marks)

(c) Write four (04) types of viruses and give a brief description about those viruses.
                                                                       (08 Marks)

(d) How does virus enter to your computer? Write three (03) ways.   (03 Marks)

(e) How can you identify if your computer has been attacked by a virus? (04 Marks)

Question 04

Internet is a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.

(a) Consider the following web address.   (04 Marks)
     http://www.libraryinfo.org

     Mention the following parts of the web address.
     1. http
     2. www
     3. libraryinfo
     4. org

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(b)   What is a web browser? Write three (03) examples for web browsers.   (05 Marks)

(c)   What is an email? Briefly describe your answer with purpose of using emails.
                                                                                (05 Marks)

(d)   Compare the advantages and disadvantages of using emails.   (06 Marks)

(e)   How E-mail works. Explain with a diagram.   (05 Marks)

Question 05

(a)   What is a database?   (05 Marks)

(b)   List down five (05) advantages of databases   (05 Marks)

(c)   Differentiate 'Primary key' and 'Foreign key'   (05 Marks)

(d)   Differentiate 'Form' and 'Report'   (05 Marks)

(e)   List down four (04) Database objects   (02 Marks)

(f)   Consider following table 'Customer'. Write a query to select the country of customer
        whose id is 2.   (03 Marks)

Customer_Id	First_Name	Last_Name	Contact_Number	Country
1	Asith	Vitharana	715552223	Sri Lanka
2	Arya	Patel	826489624	India
3	Shani	Senerath	775682123	Sri Lanka
4	Nadee	Vithana	768991220	Sri Lanka

Question 06

(a)   Briefly describe about HTML.   (06 Marks)

(b)   Write the purpose of following HTML tags.   (06 Marks)
        1. <Html>

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2. <Body>
3. <Title>
4. <h1> to <h6>
5. <p>
6.

(c) How to use an image (size of 300 x 300) to your website. define the code segment. Use the image name as apple and type as .jpg .   (08 Marks)

(d) What is the output of following code?   (05 Marks)

```
<html>
    <table border="1">
        <tr>
        <td>row 1, cell 1</td>
        <td>row 1, cell 2</td>
        </tr>
        <tr>
        <td>row 2, cell 1</td>
        <td>row 2, cell 2</td>
        </tr>
    </table>
</html>
```

Question 07

Write the formulas for bellow questions. These questions are based on the excel sheet in next page.

(a) How do you find total sales?   (05 Marks)

(b) Calculate the amount of total sales of 'Rice & Curry' for the week.   (05 Marks)

(c) How do you find the total breakfast item count?   (03 Marks)

(d) What is the average for total sales of the week?   (05 Marks)

(e) Display the profit of Apple Juice on Monday as 'High' if sales is more than Rs.1000. Else display as 'Low'.   (07 Marks)

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	A	B	C	D	E
1	MFC				
2	Category ▼	Product ▼	Sales - Rs ▼	Day ▼	Profit ▼
3	Beverage	Apple Juice	1500	Monday	
4	Beverage	Apple Juice	1500	Tuesday	
5	Beverage	Apple Juice	900	Wednessday	
6	Beverage	Apple Juice	2100	Thursday	
7	Beverage	Apple Juice	1800	Friday	
8	Beverage	Avocado	1500	Monday	
9	Beverage	Avocado	950	Tuesday	
10	Beverage	Avocado	1800	Wednessday	
11	Beverage	Avocado	2000	Thursday	
12	Beverage	Avocado	1800	Friday	
13	Beverage	Orange Juice	1000	Monday	
14	Beverage	Orange Juice	900	Tuesday	
15	Beverage	Orange Juice	1100	Wednessday	
16	Beverage	Orange Juice	800	Thursday	
17	Beverage	Orange Juice	1200	Tuesday	
18	Breakfast	Egg Burger	1600	Monday	
19	Breakfast	Egg Burger	1040	Wednessday	
20	Breakfast	Egg Burger	1200	Friday	
21	Breakfast	Roti	390	Monday	
22	Breakfast	Roti	600	Tuesday	
23	Breakfast	Roti	390	Wednessday	
24	Breakfast	Roti	600	Thursday	
25	Breakfast	Omelette Burger	720	Thursday	
26	Breakfast	Omelette Burger	600	Friday	
27	Breakfast	Rice & Curry	2000	Monday	
28	Breakfast	Rice & Curry	1800	Tuesday	
29	Breakfast	Rice & Curry	2100	Wednessday	
30	Breakfast	Rice & Curry	2100	Thursday	
31	Breakfast	Rice & Curry	900	Friday	

--------------------END OF THE QUESTION PAPER------------------

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Year 1 Semester I

SEMESTER END EXAMINATION

Business Mathematics – THM11042

- This paper consists of SEVEN questions on EIGHT (08) pages.
- Answer <u>FOUR</u> questions including question 01.
- Calculators are NOT allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.08.29   Pass mark: 40%   Time: 02 Hours

Question 01 (Compulsory)

1. Solution of a quadratic equation $x^2 + 5x - 6 = 0$
   - (A) $x = -1, x = 6$
   - (B) $x = 1, x = -6$
   - (C) $x = 6$
   - (D) $x = 1$

2. $X^2 + 4x + 4$ is
   - (A) A polynomial
   - (B) an equation
   - (C) an identity
   - (D) all of the above

3. Which of the following are polynomial functions?
   - (A) $f(x) = \dfrac{3x^5 - 6x^2}{5x}$
   - (B) $f(x) = 0.5\,x^6 + 1.2x^{-3} + 7x + 2.5$

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(C) $f(x) = (5x^2 + 2x)^3 - \frac{1}{2}x^4$

(D) $f(x) = (1 + \sqrt{x}) - (1 - \sqrt{x})^2$

4. Degree of a polynomial is the
   (A) largest coefficients of x

   (B) smallest coefficient of x

   (C) lowest power of x

   (D) highest power of x

5. Which of the following is the derivative of $f(x) = \sqrt[3]{x}$?
   (A) $f'(x) = \sqrt[3]{1}$.

   (B) $f'(x) = \frac{3}{4}\sqrt[3]{x^4}$.

   (C) $f'(x) = \frac{2}{3}\sqrt[3]{x^2}$.

   (D) $f'(x) = \frac{1}{3\sqrt[3]{x^2}}$.

6. Which of the following is the second derivative of $f(x) = 4x^3 - 11x^2 - 14x + 19$?

   (A) $f''(x) = 12x^2 - 22x - 14$.

   (B) $f''(x) = 12x - 22$.

   (C) $f''(x) = 12x - 22$.

   (D) $f''(x) = 4x - 11$.

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7. Which of the following is the indefinite integral of $x^2 + 7$?

(A) $\int (x^2 + 7)\, dx = 2x + c.$

(B) $\int (x^2 + 7)\, dx = x^3 + 7x.$

(C) $\int (x^2 + 7)\, dx = \frac{1}{2}x^3 + 7x.$

(D) $\int (x^2 + 7)\, dx = \frac{1}{3}x^3 + 7x + c.$

8. Which of the following correctly evaluates the definite integral $\int_1^3 (x^2 + 3x + 2)\, dx$?

(A) 74/3

(B) 97/3

(C) 110/3

(D) 4

9. Which of the following correctly evaluates the definite

integral $\int_1^2 (x^{-2} + 2x^{-3})\, dx$?

(A) -11/4

(B) 5/4

(C) 4/3

(D) 11/8

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10. What is the solution of $(1/2a^2+1/2a+1/2)+(1/2a^2+a/2)$

    (A)$2/4a^2+1/2a+1/2$

    (B) $a^2+1/2a$

    (C)$a^2+a+1/2$

    (D)$1/2a^2+1/2a+1/2$

11. What is the solution of $(6x^2-5x) - (4x^2-3x-4)$

    (A)$-4y^2+y-4$

    (B) $10y^2+y-4$

    (C)$10y^2+y+12$

    (D)$10y^2-y-4$

12. What is the solution of $(4x + 2)(6x^2 - x + 2)$

    (A)$24x^3+ 8x^2+ 6x+4$

    (B) $24x^2+ 8x^3+ 6x+4$

    (C) $22x^2- 8x - 64$

    (D)$48x^2+ 4x - 4$

13. What is the solution of $(x^2 + 6x -4)(2x-4)$

    (A)$2x^3+ 8x^2- 32x + 18$

    (B) $2x^3+ 8x^2- 32x + 16$

    (C)$2x^3+ 8x^2+ 6x+4$

    (D)$24x^3+ 8x^2+ 6x+8$

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14. Which of the following is the second derivative of $f(x) = -2x^4 + 3x^{-2} + 9$?

(A) $f''(x) = -24x^2 - 18x^{-4}$.

(B) $f''(x) = -8x^3 - 6x^{-3}$.

(C) $f''(x) = -24x^2 + 18x^{-4}$.

(D) $f''(x) = -24x^2 + 18x^{-4}$.

15. Which of the following is not a property of an exponential function?

(A) The graph passes through the point (0,1)

(B) The graph is decreasing

(C) The graph is continuous

(D) The domain is all real numbers

(25 Marks)

Question 02

(a) Evaluate followings

(i) $(729)^{\frac{1}{6}}$

(02 Marks)

(ii) $\left((-125)^{\frac{2}{3}}\right)$

(02 Marks)

(iii) $(1024)^{\frac{3}{5}}$

(02 Marks)

(b) Factorise $3x^2 - 3$ completely. Hence simplify $\frac{x^2-5x+4}{3x^2-3}$

(03 Marks)

(c) Simplify followings

(i) $(2X^3 - 6x - 3)(5X^4 + 2X^2)$

(03 Marks)

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(ii) $(4X^6 - 2X + 1) + (3X^3 + 7X - 4) - (-3X^6 - 2X + 7)$ (03 Marks)

(d) Factorise Completely

(i) $28X^2 - 19X - 20$ (03 Marks)
(ii) $6X^2 - X - 2$ (03 Marks)

(e) Divide $2X^4 - 9X^3 + 13X^2 - 17X + 15$ by (X-3) (04 Marks)

Question 03

(a) Integrate the following functions

(i) $\int X^{-3/2} dx$ (02 Marks)

(ii) $\int \sqrt{x} dx$ (02 Marks)

(iii) $\int (2 X^5 - 3 X5 + X^{-1}) dx$ (02 Marks)

(iv) $\int e^{-2.5x} dx$ (02 Marks)

(v) $\int Sin (2x + 3) dx$ (02 Marks)

(b) Use integration by parts to find the Integral of $\int x * e^x dx$. Hence find the integral of $\int x^2 * e^x dx$ (10 Marks)

(c) Use integration by parts to find the integral of $\int \ln x \, dx$ (05 Marks)

Question 04

(a) Write the properties of exponential function (05 Marks)

(b) Draw $y = 3^x$ and $y = \frac{1}{3}^x$ curves on the same graph paper and show above properties on the graphs. (20 Marks)

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Question 05

Differentiate Followings

(a) $Y = x^{5/2} + 5X^{7/3} + 9$ (03 Marks)

(b) $Y = \sqrt{2x}$ (03 Marks)

(c) $Y = -4 X^4 (- 2X^2 + 9X)$ (03 Marks)

(d) $Y = (x^2 + 9X)(x^3 + 5)$ (03 Marks)

(e) $Y = \dfrac{(3x+5)}{(2x^2 + 3)}$ (03 Marks)

(f) Use chain rule to differentiate followings

(i) $Sin^3(3x - 2)$ (05 Marks)

(ii) $(5x - 2)^{\frac{1}{2}}$ (05 Marks)

Question 06

(a) Given $Y = (3X^2 - 7X)/ 5X^6$

(i) Find the derivative directly using Quotient rule.

(05 Marks)

(ii) Simplify the original function by multiplication and then find the derivative. (05 Marks)

(iii) Compare the derivatives in 'Part i' and 'ii' (01 Marks)

(b) For each of the following functions find the second – order derivative and third – order derivative. Evaluate them at $X = 2$

(i) $Y = - 2X^6 + 3 X^3 - 5$ (03 Marks)

(ii) $Y = X^5 - 5 X^3 + X^2$ (03 Marks)

(c) Find the derivative,

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(i) $y = \dfrac{3x(2x - e^x)}{(3x - 2)}$ (04 Marks)

(ii) Show that derivative of $y = Sin\, x\, /\, Cos\, x$ is equal to $Sec^2\, x$, using quotient rule (Hint: $Sin^2\, x + Cos^2\, x = 1$) (04 Marks)

Question 07

(a) Solve following quadratic equations using the quadratic formula (3*2 Marks)

   (i) $3x^2 - 4x = 2$

   (ii) $(2x - 3)^2 = 2x$

(b) Sketch the curve $y = x^2 - 6x + 19$. Use the range [-1,7], On your sketch give the coordinates of the turning point (10 Marks)

(c) $\int \dfrac{2x}{e^{2x}}\, dx$ (05 Marks)

(d) Given the rate of net investment is I = $9t^{\frac{1}{2}}$. Find the capital formation K in, 8 years {Hint: K = $\int_{a}^{b} I\, dt$ } (04 Marks)

-----------------END OF THE QUESTION PAPER---------------

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Year 1 Semester I
SEMESTER END EXAMINATION
Business English – THM 11063
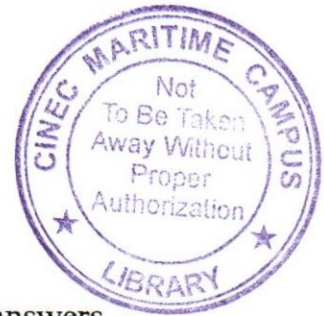
- This paper consists of FIVE questions on ELEVEN (11) pages.
- Answer <u>ALL</u> Questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.08.27   Pass mark: 40%   Time: 03 Hours

<u>Section A – Business Vocabulary/ Structures</u>

Question 01

A. Complete the paragraph with the most appropriate word given below.   **(10 Marks)**

Management by walking around is a (i)………. coined by management guru Tom Peters. Apparently, from his (ii)……….. of successful companies and their (iii)………, Tom Peters noticed that good (iv)……….. tend to (v)……….. a lot better with their team. And they do that in (vi)……….. ways, like just hanging around in the office and (vii)…………. with them, rather than having (viii)……. interaction sessions in their cabins or boardrooms. Sam Walton, the founder of the largest company in the world (ix)…………. in visiting as many of his stores as many times as possible and talking to (x)……………. staff.

[formal/informal/frontline/believed/study/term/communicate/managers/practices/ chatting]

B. Fill in the blanks with the correct form of the verb given within brackets.   **(10 Marks)**

Loss leaders (i)………(be) high volume, high profile brands or products that (ii)…….. (sell) by retailers to attract customers into their premises with the hope that those customers (iii)…… (end up) buying other goods as well once inside. The company usually (iv)…….. (keep) a very slim profit margin for loss leader products. Loss leaders (v)………… (use) by smaller retailers against the giant national chains to maintain their market share.

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Section B – English in Pragmatic/ Realistic Settings

Question 02

A. **What do the following extracts of conversations express. Look at the example.**

(10 Marks)

Example: That's true. We'll need to take that into consideration.   [conceding a point]

(i). I'd certainly go along with that idea. ....

(ii). What do you think about those high speeding trains? ....

(iii). Can I come back to that point later? ....

(iv). We'll have to leave it there, but thank you all very much for your input?

....

(v). I think it's likely that these people know each other. ....

(vi). I really appreciate what you've done..

(vii). If you need to use a computer, there's one in my office........................

(viii). I'd suggest you do the literature review first......................................

(ix). I would choose the newer one on the grounds that it will last longer.

....

(x). Sorry, what I mean is, we need two handouts per person.

....

[speculating/ giving reasons/ making recommendation/ dealing with questions/ asking for opinion/ agreeing/ correcting yourself/ offering help/ wrapping up discussion/ thanking somebody]

B. **Identify the common errors in the following conversational phrase and correct them. Look at the example.** (10 Marks)

Example: English isn't difficult, no?

English isn't difficult, is it?

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(i). I asked from the lecturer.

....

(ii). The supplier is from Maradana side.

....

(iii). You finished the assignment, no?

....

(iv). The customer returned back the goods.

....

(v). He gave a long speech.

....

(vi). He is interesting business.

....

(vii). The ship drowned in the sea.

....

(viii). You know your subject well, no?

....

(ix). The batch top hardly worked.

....

(x). I congratulate you for your success.

....

Section C – Comprehension

Question 3

A. Read the following definitions and underline the wrong statement.   **(12 Marks)**

  I. Profit-maximizing firms will use AVC (Average Variable Cost) to determine at what
     point they should shut down production in the short run. If the price they are receiving
     for the good is more than the AVC given the output they are producing, then they are
     at least covering all variable costs and some fixed costs. Fixed costs are those incurred
     that do not vary with production.

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(a). AVC is a reliable indicator for running of a company profitably.

(b). If the price of a good is higher than AVC, it will cover some fixed costs.

(c). When all variable costs are covered, the price of a good is above AVC.

(d). If the output changes, fixed costs change as well.

II. An abstract summarizes, usually in one paragraph of 300 words or less, the major aspects of the entire paper in a prescribed sequence that includes the overall purpose of the study, the research problem investigated, the basic design of the study, major findings or trends found as a result of your analysis and a brief summary of your interpretations and conclusions.

(a). An abstract helps readers to get a general idea of a research paper.

(b). All research findings are elaborated in the abstract.

(c). An abstract usually has a clearly and firmly stated order.

(d). An abstract usually tells the whole story about a study in a nutshell.

III. Gradient or slope of a line is a number that describes both direction and steepness of a line. Steepness is measured by the absolute value of the slope. A greater absolute value indicates a steeper slope. The direction of a line is either increasing, decreasing, horizontal or vertical. If the slope is positive, the line goes up from left to right and vice versa.

(a). Gradient and slope are equivalent terms.

(b). Steepness is the magnitude without regard to sign since absolute means remove signs.

(c). A high absolute value doesn't mean a steeper slope.

(d). The slope is negative if the line goes down from left to right.

B. Think logically and underline the letter of the correct answer. (08 Marks)

I. In propositional logic, modus tollens is a valid argument form and a rule of inference. The rule of logic states that if a conditional statement 'if P then Q' is accepted and the consequence does not hold 'not Q' then the negation of the 'not P' can be inferred. The symbolic form of modus tollens is $P \rightarrow Q. \sim Q \therefore \sim P$. Accordingly, if an angle is inscribed

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in semicircle, then it is a right angle; this angle is not a right angle. Therefore, what can you conclude?

(a). angle is inscribed in a semicircle

(b). ang angle is not a right angle

(c). angle is not inscribed in a semicircle

(d). a conclusion cannot be reached

II. Of four straight lines A, B, C and D, BC is longer than D but C is shorter than B. If A is longer than C and shorter than B, which is the longest line?

(i). A   (iii). C

(ii). B   (iv). D

Section D – Presenting Information

Question 4

A. Draw a bar graph to show which detergent makes the biggest bubbles following these steps. **(10 Marks)**

First identify the variables. Detergent brand is the independent variable which should be represented on the horizontal axis. The average size of the bubbles is the dependent variable shown by vertical axis.

Here is the data in a table to create the bar graph.

Detergent Brand	Average size of bubbles (cm)
Aqua	25
Wursha	15
Prata	20

Label the vertical/horizontal axes and title the graph.

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B. The following ten expressions are taken from presentations. There are two expressions for one function. Write the letter of the following functions before the expressions.

(10 Marks)

(a). introducing

(b). explaining structure

(c). introducing each point

(d). clarifying

(e). changing the subject

(i). Moving on to the next benefit, financial gain to the company. [.......]

(ii). So I'm here today to present you with the results of that survey. [.......]

(iii). That is to say, we should be looking into alternatives. [........]

(iv). I've divided my presentation into three parts. [......]

(v). The first point I'd like to discuss is the impact on families. [........]

(vi). Now I'd like to turn to the impact on the growth of the business. [.......]

(vii). I'd now like to look at the second benefit of abolishing the law. [........]

(viii). Hello. Today I'm going to discuss the findings of my research on youth unrest. [.......]

(ix). In other words, the project has failed. [.........]

(x). I'm going to examine the three advantages of planned renovations. [.........]

Section E – Business Writing

Question 5

A. The annual turnover of 15 branches of VEGEFRESH in 2018 is given in million rupees.

Malabe- 28	Jaela- 35	Moratuwa- 39	Kegalle – 42	Horana – 45
Wattala – 49	Galle-58	Kandy – 61	Kottawa- 67	Maharagama - 71
Panadura -76	Jaffna – 79	Borella – 85	Ratnapura- 74	Negombo - 82

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Write a paragraph of the sales performance of VEGEFRESH company answering the following sentences in complete sentences. (10 Marks)

(i). What does the above information show?

(ii). What was the highest and the lowest sales recorded?

(iii). What is the median of sales?

(iv). What is the average sales of a branch?

(v). How many branches had an annual turnover of more than 50 million?

(vi). How many branches had sales below average

(vii). What is the difference between the highest and lowest sales

(viii). What can you conclude about the sales performance?

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B. A leading confectionery company wishes to shift their main ware house to Polgasovita, a rural area along 120 main bus-route. Write a short report pointing out the advantages and disadvantages if any of shifting the main ware house to the interior country side. You may use the following guidelines,

- transport costs

- access to highways

- storage capacity

- use of equipment

- distance to distribution centers

Use about 150 words.   (10 Marks)

Use the following format: Title – Introduction – Body – Conclusions – Recommendations

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Year 1 Semester I
SEMESTER END EXAMINATION
Front Office Management – THM 12123

- This paper consists of EIGHT (08) questions on Four (04) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.01.14   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

After completing the course, you are absorbed to a reservation department of a famous Hotel Group called "Aspire Holidays" in Sri Lanka. You receive an inquiry from overseas requesting a hotel named "Kaya Hotel, Uswatakeiyawa" managed by Aspire Holidays with 100 rooms. Kaya hotel has three categories of rooms namely Standard, Superior, Deluxe rooms. Being a semi transient hotel facing the Ocean, Kaya has a few Chalets facing the beach and a few Deluxe Studio rooms in the main building. The hotel policy is to have 35% of total room charge to confirm a reservation. Kaya offers both invalid rooms and interconnected rooms in the hotel.

You have received the following reservation request through email from a prospective guest.

From : Lima@gmail.com

15/06/2018

Dear Reservations,

We are interested in staying in Kaya Hotel, Uswetakiyawa for our next vacation in Sri Lanka. Please note the following information and let us know the total cost for our stay at Kaya Hotel and availability for this period. Please send us a price including room with breakfast & dinner. We carefully went through your web site and found Deluxe Ocean View rooms in the main building are ideal for our stay. My husband has a few business meetings during our holiday and prefers to have a room suitable for this purpose. Please also let us know whether you can provide airport transfers from the Colombo airport to this hotel. How long does it take to reach the hotel from the airport and how much does it cost per person?

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Arriving : 10/08/2018 by UL 455 ETA Colombo 17:50 hrs

Departure : 15/08/2018 by UL 454 ETD Colombo 19: 55 hrs.

Number of rooms : 03 Double rooms, 01 Twin room

Names :

      Mr/s. Thomas Edison

      Mr/s. Edward Edison (Elderly couple)- wheel chair access

      Mr/s. Peter Kooper

      Miss. Graham Edison & Master Bruno Edison

Special Request : Invalid room for the elderly couple if possible. Twin bedded room for Miss. Graham Edison & Master Bruno Edison.

Please assume the following.

- The Cost of a Deluxe Double/Twin rooms for this period is USD 250 (room. Breakfast & dinner for two persons sharing one room) net per room, per night including service charge and taxes.

- Airport transfer charge per person, one way is USD 50 net including service charge and taxes.

Questions

(a)   Write a suitable reply for this reservation inquiry.   (10 Marks)

(b)   Draw a part of a conventional bookings chart and enter the above reservations in pencil.   (05 Marks)

(c)   Draw a page of the bookings diary for the arrival day and enter the booking details.   (05 Marks)

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Question 02

Based on the email received with regard to the first question, answer the following questions

(a)   Explain which types of rooms you propose for this reservation and justify your proposal.   (04 Marks)
(b)   What are the special features of invalid rooms ?   (04 Marks)
(c)   Compare Transient Hotel with a Semi Transient Hotel   (04 Marks)
(d)   What is a chalet and describe the features & how do you differentiate it from a Cabana ?   (02 Marks)
(e)   What is the type of meal plan you recommend for this hotel and describe the reasons?   (02 Marks)
(f)   Describe five features of a resort hotel   (04 Marks)

Question 03

(a)   What roles does key control play in a hotel's security efforts?   (10 Marks)
(b)   What are the additional safety features that can be included in guest safety in room?
                                                                     (05 Marks)
(c)   What are the advantages & disadvantages of using electronic key cards? (05 Marks)

Question 04

Write Short notes on the following   (2 Marks*10)

    a. A Tourist   f. Define a Hotel
    b. Pre-Registration   g. A Certified Concierge
    c. Reception Board   h. An errand card
    d. Left Luggage Facility   i. O.O.O
    e. Duplex Room   j. A Cabana

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Question 5

"Guest account settlements and the last impression make a lasting impact on your guests"
Discuss the above statements with how you can contribute to a happy ending to delighted
guests at your property. Elaborate your answer with different methods of account
settlements and possible last minute issues and precautions that you have to take at the
different stages of the guest stay   (20 Marks)

Question 06

."Irrespective of the size and the classification of the hotel, all hotels register their guests on
arrival" Do you agree with the above statement? Justify your answer with changes taken
place of registration process from early days and advantages and disadvantages of each
method.   (20 Marks)

Question 07

Describe attributes of a good front desk agent in a five-star hotel.   (20 Marks)

Question 08

You are requested to organize a front office in a newly established medium size hotel. Plan
an organizational structure of the front office in this hotel and briefly discuss the duties of
different sections of your planned front office.   (20 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester II
SEMESTER END EXAMINATION
Legislation for Tourism and Hospitality Industry – THM 12103

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.01.21   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

(a) Describe in your words the terms 'Employer' and 'Employee'. Also explain the way in which an 'Employee' differs from an 'Independent Contractor'.   (05 Marks)

(b) "A contract is a very important element in any subject that refers to service industry such as hospitality. There are many types of contracts that may be entered in this area of services including employment contracts, food and beverage contract, guest accommodation contract, and etc." State the four main important ingredients that would become necessary in the formation of a Contract and describe them briefly.

(06 Marks)

(c) Explain the Donoghue v Stevenson [(1932) AC 562 HL] case in relation to breach of the duty of care and resultant damage. Also, you are required to mention the facts of the case.   (04 Marks)

(d) Discuss the nature of an Agent in hospitality industry, and explain the main roles and functions that that a Principal expect from such Agent.   (05 Marks)

Question 02

"In the hospitality industry, maintaining reasonable care of the guest, especially in hotels is an extremely important responsibility on the hotel or the host. Breaching this care might end up in liabilities of various types." Based on this statement, answer the following:

(a) List five (5) types of breaches that a hotel or a host may inflict upon a guest due to lack of reasonable care.   (05 Marks)

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(b) Identify the main areas of the law in which a guest could sue the hotel or the host in circumstances of any breach of the reasonable care. (06 Marks)

(c) Describe the type of liability of the hotel or the host in case where certain property of a guest been lost inside. (09 Marks)

Question 03

Assume that the Managing Director of the hotel that you will be working in the future requires an extensive presentation on the Food Act No. 26 of 1980 to be made to a leading Hotel Show & Exhibition Conference convened in Colombo, Sri Lanka. Provide this essay type presentation highlighting the much important areas of the said Food Act. (20 Marks)

Question 04

(a) "It is mandatory that the conditions and warranties provided in the services are maintained by hotels, restaurants, guest houses, and travel companies." Define and explain the term 'Warranty'. (08 Marks)

(b) Service providers in the hotel and tourism industry need to be extra cautious of their obligations towards their customers in operating their businesses under the law. They are expected to comply with the Consumer Affairs Authority Act No. 9 of 2003 and regulations made under that law. Discuss briefly the main duties and obligations of service providers in line with the said law. (12 Marks)

Question 05

Law is a set of rules which regulates human behaviour. To regulate human behaviour law has been developing from many centuries with the help of several principal and subsidiary sources. Explain the following areas of law with reference to the above statement.

(a) The nature of law
(b) Historical developments of law
(c) Principal sources of law
(d) Subsidiary sources of law   (4*5 Marks = 20 Marks)

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Question 06

Explain the following branches of law with examples.
  (a) Municipal law and International law   (07 Marks)
  (b) Civil law and Common law   (06 Marks)
  (c) Substantive law and Procedural law   (07 Marks)

Question 07

Write short notes on the following.
  (a) Law of Obligation   (05 Marks)
  (b) Law of Contract   (05 Marks)
  (c) Law of Tort   (05 Marks)
  (d) Law of Property   (05 Marks)

Question 08

(a) All agreements are not contracts, but in order for a contact to take place an agreement
    is an essential element of a contract. Likewise in order to make a binding contract, a
    contract has to be comprised of certain essential elements.
    In light of the above statement explain the foremost important three essential element
    of a contract.   (10 Marks)
(b) Any binding contract has terms, where parties to the contract have agreed on. These
    terms based on the nature of it can be categorised as expressed and implied terms.
    In reference to the above statement, explain expressed and implied terms giving
    prominence to conditions and warranties.   (10 Marks)

-------------------END OF THE QUESTION PAPER-----------------

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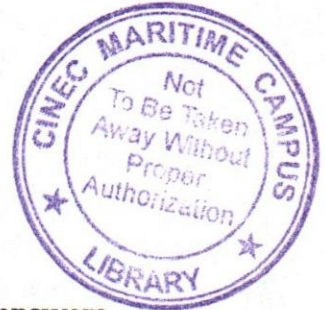
Year 1 Semester II
SEMESTER END EXAMINATION
Communication Skills for Tourism – THM 12142

- This paper consists of FIVE (05) questions on ELEVEN (11) pages.
- Answer <u>ALL</u> questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.01.18   Pass mark: 40%   Time: 02 Hours

Question 01:

Read the following article about the Cross-Cultural Communication and answer the given questions.

Cross Cultural Communication

Cross-cultural communication is imperative for companies that have a diverse workforce and participate in the global economy. It has become strategically important to companies due to the growth of global business, technology, and the Internet. Understanding cross-cultural communication is important for any company that has a diverse workforce or plans on conducting global business. This type of communication involves an understanding of how people from different cultures speak, communicate, and perceive the world around them.

Cross-cultural communication in an organization deals with understanding different business customs, beliefs and communication strategies. Language differences, high-context vs. low-context cultures, non-verbal differences, and power distance are major factors that can affect cross-cultural communication.

Let's study an example of how cross-cultural differences can cause potential issues within an organization. Jack is a manager at a New Mexico-based retail conglomerate. He has flown to Japan to discuss a potential partnership with a local Japanese company. His business contact, Yamato, is his counterpart within the Japanese company. Jack has never been to Japan before, and he's not familiar with their cultural norms. Undoubtedly, the lack of cultural understanding can create a barrier for business success when Jack handles his

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meeting with Yamato.

High versus low-context culture

The concept of high and low-context culture relates to how an employee's thoughts, opinions, feelings, and upbringing affect how they act within a given culture. North America and Western Europe are generally considered to have low context cultures. This means that businesses in these places have direct, individualistic employees who tend to base decisions on facts. This type of businessperson wants specifics noted in contracts and may have issues with trust.

High-context cultures are the opposite in that trust is the most important part of business dealings. There are areas in the Middle East, Asia and Africa that can be considered high context. Organizations that have high-context cultures are collectivist and focus on international relationships. Individuals from high-context cultures might be interested in getting to know the person they are conducting business with in order to get a gut feeling on decision making. They may also be more concerned about business teams and group success rather than individual achievement.

Jack and Yamato ran into some difficulties during their business negotiations. Jack spoke quickly and profusely because he wanted to seal the deal as soon as possible. However, Yamato wanted to get to know Jack, and he felt that Jack spoke too much. Yamato also felt that Jack was only concerned with completing the deal for his own self-interest and was not concerned with the overall good of the company. Jack's nonverbal cues did not help the negotiations either.

[For Summarizing] Gestures and eye contact are two areas of non-verbal communication that are utilized differently across cultures. Companies must train employees in the correct way to handle nonverbal communication as to not offend other cultures. For example, American workers tend to wave their hand and use a finger to point when giving nonverbal direction. Extreme gesturing is considered rude in some cultures. While pointing may be considered appropriate in some contexts in the United States, Japanese would never use a finger to point towards another person because that gesture is considered rude in Japan. Instead, a Japanese might gesture with an open hand, with his palm facing up, toward the person. Eye contact is another form of nonverbal communication. In the U.S., eye contact is a good thing and is seen as a reflection of honesty and straightforwardness. However, in some Asian and Middle Eastern cultures, prolonged eye contact can be seen as rude or aggressive in many situations. When two people of different cultures encounter each other, they not only have different cultural backgrounds but their systems of turn – talking are

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also different. Cross cultural communication will be more effective and easier if both the speakers have knowledge of the turn taking system being used in the conversation.

Write whether the following statements are true or false. (10 Marks)

(a) For companies engaged in international market with employees belonging to different cultures, cross cultural communication is of great value. ....

(b) Language differences is a major factor that influence cross-cultural communication. ....

(c) Poor cultural understanding will not affect success in international business ventures. ....

(d) The way an employee thinks and how he was brought do not decide how an employee behaves within a culture. ....

(e) Taking decisions based on facts is a characteristic of low-context cultures. ....

Find similar words from the passage for the following words. (05 Marks)

(f) Very important and needing immediate attention - ....

(g) Very different from each other - ....

(h) The situation in which something happens - ....

(i) Not involving words or speech - ....

(j) Large company formed joining together different firms - ....

Write a summary of the last paragraph in the above article using less than 50 words. Do not exceed the word limit.
(05 Marks)

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Question 02

(i).   a. Write 4 non-verbal clues.   (02 Marks)

....

....

b. Briefly explain two characteristics of a good logo.   (02 Marks)

....

....

....

....

c. What does the following symbols stand for?   (02 Marks)

Flag   -   ....

Dove -   ....

Rainbow   -   ....

Star   -   ....

d. What type of letter should you write to get information of a product (02 Marks)

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e. Are the following sentences true or false.   (02 Marks)

- Giving more information is a feature of business letters.
  ....

- Get to the point as quickly as possible in business letters.
  ....

(ii).   Imagine you witnessed harassing of a tourist at a hotel you were on full board recently. Write an email to complain to the higher authority in Tourist Board in Sri Lanka including the following.

- a short description of the incident
- the impact of such incidents on tourism
- What action should be taken against the management of the hotel

Use about 100 words   (10 Marks)

[Use a separate sheet]

Question 03

(i).   **Write a short comment on how the following intercultural blunders could have been avoided. Look at the example. Use about 25 words.**

Example: Tobacco giant Philip Morris ran print advertisements in Pakistani newspapers and magazines, violating the Pakistan's ban on such open advertisements of cigarettes.

Comment: The company should have studied regulations of Pakistan regarding Tobacco advertisements before publishing. The country's efforts to reduce the visibility of tobacco advertisements to minors should be respected. The company should immediately send a letter of apology to Health Ministry in the country before the situation gets worse.

a.   Puma Company launched a new shoe design sporting the United Arab Emirates (UAE) flag colors for the 40th National Day in the country. Sadly, Emirati citizens

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expressed serious anger over this marketing attempt to place a respected symbol on an item considered very dirty in Arab culture. (05 Marks)

Your comment: ....
....
....
....
....

b. Dalada Maligawa is one of the most sacred places in Sri Lanka. Sri Lankan Buddhists have much respect that they usually visit the place wearing white or clothes covering full body. A group of tourists who came in shorts were not allowed to see the place and they were displeased about it. (05 Marks)

Your comment: ....
....
....
....
....

(ii). You saw the following advertisement in the newspaper. Write a suitable covering letter to be sent along with the cv. **(Do not write a cv).** (10 Marks)
[Use a separate sheet]

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Exciting Opportunities in Destinations Management Company

MERRYLAND TRAVELS

Tours Executives (Males and Females)

Qualifications and experience

- A Diploma/ Degree in Tourism and Hospitality preferred
- Will be required to directly liaise with our overseas clients via telephone calls and emails
- Should be self-starter and be able to work independently with minimum supervision
- Excellent command of English language and Basic IT skills
- Knowledge of foreign languages would be s distinct advantage but not compulsory

An attractive remuneration package plus fringe benefits together with job satisfying career prospects will be offered to the right candidates.

Please write to: HR Manager
MARYLAND TRAVELS , Millennium Drive
Malabe

Question 04

(a)   Explain briefly three communication barriers.   (05 Marks)

....

....

....

....

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(b)   Read the following extracts and answer the questions given.   (10 Marks)

(i). Interest will be charged if full payment is not made on the due date or if part
of minimum payment is made before, on or after due date or full payment is
made after the due date.

A customer's minimum payment Rs.24, 578.00 is due on 25th January 2019, he
deposits Rs.10 000.00 on 19th January, Rs.14 500.00 on 25th January and Rs.15
000.00 on 26th January. Will he be charged interest? ....

(ii). An estimated 90 percent of all marine life is concentrated about continental
shelves which represent only 10 percent of the total ocean area.

What is the percentage of marine life beyond continental shelves? ....

(iii). The World Conservation Strategy (1980) argued that had stocks not been
damaged by overfishing, world yields in 1980 would have been 15 to 20 million
tonnes higher.

If there was no overfishing and the world yields in 1979 were 7985 tonnes, what
would have been the yields in 1980? ....

(iv). As I need an iron on a daily basis and it was not clear how long a repair
would take, the option for repair was unsatisfactory.

Why was the option of repair unsatisfactory? Because ....

....

(v). At the beginning of the period the proportion of expenditure on food was more
than three times as high as that in all the other categories representing more
than thirty percent of household expenditure.

According to above description which one of the following categories –

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housing, clothing, transport, fuel and food- represented more than thirty percent of household expenditure? ....

(c) Read the following short passage on communication in the workplace and underline the two sentences that are correct according to the paragraph.   (05 Marks)

Communication is one of the most important issues in the workplace. Good communication helps everyone on your team and you to feel heard and understood, and as a result everyone benefits from a positive, encouraging and successful environment. Conversely, ineffective communication brings about the opposite results. Ideas fall flat due to lack of follow-through. You and your team feel frustrated, unacknowledged and misunderstood and morale declines. Leadership sets the tone in any business. While improving communication may seem like a daunting task, it is possible and you can successfully lead the way using effective communication strategies.

Underline the two sentences which are correct.

(i). Good communication is not a major factor and even without it companies can have favourable environment for employees.

(ii). Not only employees but also management benefits when they are heard, understood and accepted in an office.

(iii). Confidence and enthusiasm of employees continue to increase even when they aren't duly recognized.

(iv). Effective communication strategies undoubtedly promote healthy office environment under good leadership.

Question 05

(a) Read the following answers given by an interviewee at an interview and form the interviewer's questions. Look at the example.   (10 Marks)

Example: Interviewer : *What were your duties there?*

            Interviewee : Well, basically I did everything from taking calls to

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responding to emails and maintaining the website.

Interviewer : (i) ....?

Interviewee : I'm Rohan from Kandy. I had my education at Kingswood and
graduated from University of Peradeniya. I worked as a
merchandiser for a short time.

Interviewer : (ii)... ?

Interviewee : As a merchandiser, I collaborated with suppliers, manufacturers and
the stores to ensure proper execution of plans.

Interviewer : (iii)... ?

Interviewee : I came to know about your company when I was surfing the Net
looking for merchandising companies.

Interviewer : (iv)... ?

Interviewee : My goal in the future is to specialize in merchandising and retail
marketing.

Interviewer : (v)... ?

Interviewee : I decided to join your company because this one of the leading
companies in the country and there are better prospects for the
employees.

(b). **Write five sentences to bring out the meaning of five of the following terms. Do
not use pronouns in sentences.**   **(2 x 5 = 10 Marks)**

tourism	cruise	leisure		impact	global
sector	destination	cater		beneficial	hospitality

....

....

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BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Year 1 Semester II
SEMESTER END EXAMINATION
Accounting for Tourism – THM 12132
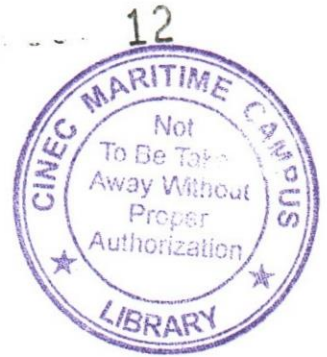
- This paper consists of SEVEN (07) questions on SEVEN (07) pages.
- Answer FOUR questions including question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.01.16   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)
USE THE GIVEN FORMAT TO ANSWER THE QUESTION

TKY (PLC) is a company, which engages in Cement industry. Its main business operations are buying cement from manufacturing organizations and selling in the market. Following trail balance if given by the department of finance as at 31st March 2018

Trail balance as at 31.03.2018

Description	Debit	Credit
	(RS 000')	(RS 000')
Purchases	141,100	
Sales		188,000
Carriage Inwards	500	
Trade Payables		23,000
Electricity Expenses	7,000	
Insurance Expenses	2,500	
Return Inwards	2,150	
Return Outwards		1,100
Bank Loan (@ 8% Interest)		15,000
Rent Expenses	1,500	
Stated Capital (RS. 10 each)		222,750

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Cash & Bank	15,000	
Property Plant & Equipment at cost (As at 01.04.2017		
Land	100,000	
Buildings	50,000	
Machinery	80,000	
Inventory as at **01st of April 2017**	26,000	
Auditors Remuneration	1,000	
Distribution and Transportation costs	1,000	
Trade Receivables	25,000	
Salaries and Wages	8,200	
Repair and Maintenance	2,100	
Rent Income		1000
Discounts received		800
Advertising expenditure	600	
Accumulated Depreciation of PPE as at 01st of April 2017		
Buildings		5,000
Machinery		7,000
Total	463,650	463,650

Following are the adjustments which should be made in the financial statements for 2017/ 2018 financial year.

(i)   Inventory as at 31/03/2018 amounting to RS 25 Million

(ii)   Following expenses are accrued as at 31st March 2018
        Advertising expenses RS 150, 000
        Distribution and Transportation expenses RS 210,000

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(iii) Following expenses are paid in advance as at 31st March 2018
       Insurance expenses RS 120,000
       Rent Expenses RS 200,000

(iv) A Bank loan has been taken at 8% interest. But still the interest expenses have not
      been paid

(v) For 2016 / 2017 depreciation expenses should be charged **on cost** as follows
     − Buildings – 5 % per annum.
     − Machinery- 10% per annum

(vi) Bad debt should be 10% from the debtors

(vii) The Land has been revalued as at 01st of January 2018 to RS 115 Million

(viii) Corporate tax rate imposed by Inland Revenue Department (IRD) for the year 2015
        / 2016 is 20 % per annum.

Required:

(a) Prepare Income statement for the financial year 2017/2018   (15 Marks)
(b) Prepare the Statement of Financial Position as at 31st March 2018.   (10 Marks)

Note: Candidates should follow LKAS 01 / IFRS 01 / IAS 01 for the "Preparation &
Presentation of Financial Statements"

Question No. 02

Based on the financial statements you have prepared for TKY PLC (Question No. 01),
(i) Calculate the following ratios for 2017/2018 Financial year. (Refer Table 2.01)
(ii) Give your recommendations on company performance, by comparing the calculated
     ratios with 2016/2017 years

Table 2.01

Ratio	Ratios for 2017/2018 years	Ratios for 2016/2017 year
Gross Profit Margin (%)	----	20.12%
Net profit Margin (%)	----	2.5%
Return on Assets	----	1.5%
Return on Equity	----	1.5%

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Current Ratio	----	2
Debt to Total Assets ratio	----	25%
Debt to Equity Ratio	----	33.33%
Earnings Per share (RS)	----	0.1

(25 Marks)

Question 03

(a) "Management Accounting has become a vital source of information for managers of organizations in general and business endeavors in facing challenges encountered in a world of increasing complexity". Clearly explain the major differences between Financial Accounting and Management accounting. (08 Marks)

(b) Clearly explain **main qualitative characteristics of Accounting** (06 Marks)

(c) "Environmental Accounting is a broad term which covers both national and corporate level environmental performance activities and associate stake holder interactions"

   (i)   Briefly explain, what is meant by "Environmental Accounting" (05 Marks)

   (ii)   Discuss the role of "Environmental Accounting" for enterprises with appropriate examples (06 Marks)

Question 04

Ms. Anusha started a business engaged in flower decorations on 01st of January 2018. The opening balance of Capital is RS 300,000. Liabilities are RS 200,000 and the assets are RS 500,000

Following transactions were occurred during the month of January 2018

02nd Jan – Purchased Flowers at a cost of RS 100,000 (Hint: Increase Inventory by RS 100,000 and reduce cash by RS 100,000)

03rd Jan – Sold flower bouquets for RS 50,000 and the cost of them were RS 35,000

04th Jan – sold flower bouquets for RS 75,000 on credit for one of her customers, Ms. Madhusha. The cost of the flowers was RS 45,000

05th Jan – Purchased furniture from Lakdiva furniture PLC, for decorating front office worth RS 65,000, on credit

06th Jan – Anusha has taken RS 5,000 for her personnel use

09th Jan – Issued a cheque for Lakdiva PLC for the purpose of paying for furniture purchased

10th Jan – Invested RS 30,000 (Cash of the business) for opening a new flora branch in

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Colombo

12th Jan – Purchased RS 50,000 worth flowers from Mr. Maduranga on credit

21st Jan – paid salaries worth RS 15,000

22nd Jan – Received Interest income received RS 3,000

25th Jan – paid RS 50,000 worth cash to Mr. Maduranga, for the liability on 12th January

Required,

(a) Put the transactions in to basic Accounting Equation. And briefly explain the reasons to change the equity value at the end of the month   (15 Marks)

(b) Prepare an Income statement for the month ended 31st Jan 2018   (05 Marks)

(c) Prepare a Statement of Financial Position as at 31st Jan 2018   (05 Marks)

Question No: 05

Sinhagiri (Pvt) ltd is one of the famous restaurants located in Dambulla Sri Lanka. According to the customer perception, the restaurant is considered as a very good place for them to have meals and stay. Following information are related to restaurant's annual sales revenue and costs

Table 3.01

	Value in LKR
Sales Revenue	10,000,000
Fixed Costs	4,500,000
Variable Costs	2,500,000

Restaurant is normally charging RS 1000 per meal.

(a)   Define the term "contribution"   (03 Marks)

(b)   How many meals should the restaurant need to sell normally to have its breakeven.
                                                                (05 Marks)

(c)   Currently, what is the margin of safety that has been achieved by the restaurant (Calculate In units as well as in Rupees)   (06 Marks)

(d)   If Restaurant needs to earn a Target profit of RS 3,500,000 how many meals should be sold by them.
                                                                (06 Marks)

(e)   Calculate the Net profit of the restaurant if the number of meals is going to be increased to 12,500 units (Assume variable costs will also be changed according to that.)
                                                                (05 Marks)

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Question 06

(a) Explain the importance of Activity Based Costing (ABC) system as an overhead allocation system for decision making   (05 Marks)

(b) PQR Company makes two models of antitheft devices. The portable model is relatively small and is primarily for use in automobiles. The standard model is much larger and is designed for houses and buildings.

PQR has conducted a special study to determine if an Activity Based Costing (ABC) would be beneficial in determining the cost of the two products. Following activities have been identified along with their associate costs

Table 6.01

Overhead costs	Value in Rupees
Depreciation	500,000
Factory lease	400,000
Inspection	150,000
Material Handling	200,000
Power	100,000
Set up costs	250,000
Product engineering charges	50,000

The analysts have identified following potential activity drivers and capacity of each.

Table 6.02

	Portable	Standard
Total Direct labour cost (RS)	150,000	180,000
Total Machine Hours	8,000	12,000
Total Material cost (RS)	900,000	1,300,000
Number of moves	3,500	4,500
Number of set ups	300	700
Engineering hours	1500	2500
No. of Square Feet	1500	3500
Inspected hours	1500	2500
Units produced	10,000	15,000

Required,

(a) Allocate the Overhead cost for the two models based on Activity based Costing (Use machine Hours as the activity driver for electricity expenses)   (05 Marks)

(b) Calculate the Total cost of each product   (15 Marks)

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Question 07

(a) Briefly explain the reasons for preparing a "Bank Reconciliation Statement"

(03 Marks)

(b) Clearly explain the reasons, with appropriate examples for having different balances in the bank column of a company's cash book and the bank statement received at a given period of time (07 Marks)

(c) As at 31st March 2018, there was a **credit** balance of RS 3000 in the **bank statement** given by Sampath Bank for Mr. Silva's business, for the month of March. He found following information when analyzing the balances between cash book and the bank statement.

- Deposit transfers worth RS 80,000
- RS 30,000 worth issued cheque for a supplier was still not presented to the bank
- Bank charges worth RS 500 and a standing order worth RS 1500 could be seen in the bank statement, but was not recorded in the cash book
- RS 20,000 worth cheque was rejected and returned by the bank. That cheque has been received from one of a customer of Mr. Silva. Information regarding returned cheque was not recorded in the Cash Book
- RS 959 worth cheque payment could be seen in the cash book. But it was mentioned as RS 995 in the bank statement received by Mr. Silva. He identified that as an error in the cash book

Required,

(i) Prepare the Bank reconciliation statement (7.5 Marks)

(ii) Prepare the cash book (Bank column) and show the initial cash balance. (As at 1st of March 2018) (7.5 Marks)

------------------END OF THE QUESTION PAPER-----------------

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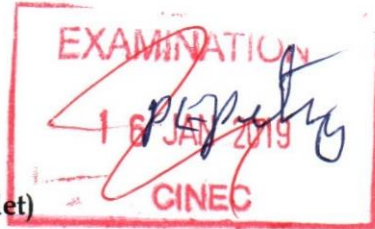
Use the following format for Question 01 (Attach this to the answer booklet)

Index Number: ....

.... Company

Income Statement

For the year ended 31st March 2018

	Notes	RS.	RS.
Sales			
Cost of Goods Sold			
Gross Profit			
Other income			
Distribution expenses			
Administrative expenses			
Other expenses			
Financial Expenses			
Profit before tax			
Income tax			
Profit for the year			
Other Comprehensive Income			
Total Comprehensive Income			

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.... Company

Statement of Financial Position

As at 31st March 2018

Assets	Notes	RS.	RS.
Non-Current Assets			
Property plant and equipment			
Current Assets			
Total Assets			
Equity and Liabilities			
Equity			

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Noncurrent Liabilities			
Current liabilities			
Total Equity and Liabilities			

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Year 1 Semester I
SEMESTER END EXAMINATION
Front Office Management – THM 12123

- This paper consists of EIGHT (08) questions on Four (04) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.01.14   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

After completing the course, you are absorbed to a reservation department of a famous Hotel Group called "Aspire Holidays" in Sri Lanka. You receive an inquiry from overseas requesting a hotel named "Kaya Hotel, Uswatakeiyawa" managed by Aspire Holidays with 100 rooms. Kaya hotel has three categories of rooms namely Standard, Superior, Deluxe rooms. Being a semi transient hotel facing the Ocean, Kaya has a few Chalets facing the beach and a few Deluxe Studio rooms in the main building. The hotel policy is to have 35% of total room charge to confirm a reservation. Kaya offers both invalid rooms and interconnected rooms in the hotel.

You have received the following reservation request through email from a prospective guest.

From : Lima@gmail.com

15/06/2018

Dear Reservations,

We are interested in staying in Kaya Hotel, Uswetakiyawa for our next vacation in Sri Lanka. Please note the following information and let us know the total cost for our stay at Kaya Hotel and availability for this period. Please send us a price including room with breakfast & dinner. We carefully went through your web site and found Deluxe Ocean View rooms in the main building are ideal for our stay. My husband has a few business meetings during our holiday and prefers to have a room suitable for this purpose. Please also let us know whether you can provide airport transfers from the Colombo airport to this hotel. How long does it take to reach the hotel from the airport and how much does it cost per person?

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Arriving : 10/08/2018 by UL 455 ETA Colombo 17:50 hrs

Departure : 15/08/2018 by UL 454 ETD Colombo 19: 55 hrs.

Number of rooms : 03 Double rooms, 01 Twin room

Names :

         Mr/s. Thomas Edison

         Mr/s. Edward Edison (Elderly couple)- wheel chair access

         Mr/s. Peter Kooper

         Miss. Graham Edison & Master Bruno Edison

Special Request : Invalid room for the elderly couple if possible. Twin bedded room for Miss. Graham Edison & Master Bruno Edison.

Please assume the following.

- The Cost of a Deluxe Double/Twin rooms for this period is USD 250 (room. Breakfast & dinner for two persons sharing one room) net per room, per night including service charge and taxes.

- Airport transfer charge per person, one way is USD 50 net including service charge and taxes.

Questions

(a) Write a suitable reply for this reservation inquiry. (10 Marks)

(b) Draw a part of a conventional bookings chart and enter the above reservations in pencil. (05 Marks)

(c) Draw a page of the bookings diary for the arrival day and enter the booking details. (05 Marks)

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Question 02

Based on the email received with regard to the first question, answer the following questions

(a) Explain which types of rooms you propose for this reservation and justify your proposal. (04 Marks)

(b) What are the special features of invalid rooms ? (04 Marks)

(c) Compare Transient Hotel with a Semi Transient Hotel (04 Marks)

(d) What is a chalet and describe the features & how do you differentiate it from a Cabana ? (02 Marks)

(e) What is the type of meal plan you recommend for this hotel and describe the reasons? (02 Marks)

(f) Describe five features of a resort hotel (04 Marks)

Question 03

(a) What roles does key control play in a hotel's security efforts? (10 Marks)

(b) What are the additional safety features that can be included in guest safety in room? (05 Marks)

(c) What are the advantages & disadvantages of using electronic key cards? (05 Marks)

Question 04

Write Short notes on the following (2 Marks*10)

a. A Tourist
b. Pre-Registration
c. Reception Board
d. Left Luggage Facility
e. Duplex Room

f. Define a Hotel
g. A Certified Concierge
h. An errand card
i. O.O.O
j. A Cabana

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Question 5

"Guest account settlements and the last impression make a lasting impact on your guests" Discuss the above statements with how you can contribute to a happy ending to delighted guests at your property. Elaborate your answer with different methods of account settlements and possible last minute issues and precautions that you have to take at the different stages of the guest stay   (20 Marks)

Question 06

."Irrespective of the size and the classification of the hotel, all hotels register their guests on arrival" Do you agree with the above statement? Justify your answer with changes taken place of registration process from early days and advantages and disadvantages of each method.   (20 Marks)

Question 07

Describe attributes of a good front desk agent in a five-star hotel.   (20 Marks)

Question 08

You are requested to organize a front office in a newly established medium size hotel. Plan an organizational structure of the front office in this hotel and briefly discuss the duties of different sections of your planned front office.   (20 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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Year 1 Semester II
SEMESTER END EXAMINATION
Basics of Tourism Marketing– THM 12112

- This paper consists of SEVEN (07) questions on FOUR (04) pages.
- Answer FOUR questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.01.11   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

The Ritz-Carlton

Few brands attain such a high standard of customer service as the Ritz-Carlton. This luxury hotel chain began with the original Ritz-Carlton Boston, which revolutionized the way U.S. travelers experienced customer service in a hotel. It was the first of its kind to provide a private bath in each guest room, fresh flowers throughout the hotel, and an entire staff dressed in formal white tie, black tie, or morning-coat attire.

The five-star hotel not only provides impeccable facilities but also takes customer service extremely seriously. The Ritz-Carlton fulfills this promise by providing impeccable training for its employees and executing its Three Steps of Service and 12 Service Values. The Three Steps of Service state that employees must use a warm and sincere greeting always using the guest's name, anticipate and fulfill each guest's needs, and give a warm good-bye, again using the guest's name. Every manager carries a laminated card with the 12 Service. A Ritz-Carlton executive explained, "It's all about people. Nobody has an emotional experience with a thing. We're appealing to emotions." The Ritz-Carlton's 35,000 employees in 29 countries go out of their way to create unique and memorable experiences for their guests.

Not only is the company known for training its employees to provide impeccable customer service, but it also reinforces its mission and values with them on a daily basis. Each day, managers gather their employees for a 15-minute "line up" to check in, resolve any impending problems, and read and discuss what the Ritz-Carlton calls "wow stories." These true stories, read to every employee around the world, recognize an individual employee for his or her outstanding customer service and also highlight 1 of the 12 Service Values.

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One family staying at the Ritz-Carlton, Bali, needed a particular type of egg and milk for their son who suffered from food allergies. Employees could not find the appropriate items in town, but the executive chef at the hotel remembered a store in Singapore that sold them. He contacted his mother-in-law, who purchased the items and personally flew them more than 1,000 miles to Bali for the family. This example showcased Service Value 6.

Wow stories can also be as simple as an employee's remembering how a guest prefers coffee and then preparing it that way without asking for the rest of his or her stay. According to Cooper, the daily wow story is "the best way to communicate what we expect from our ladies and gentlemen around the world. Every story reinforces the actions we are looking for and demonstrates how each and every person in our organization contributes to our service values." Each employee is empowered to spend as much as $2,000 without management approval to help deliver a guest's anticipated need or desire, supporting the company's intention to build lifelong positive relationships with each customer.

Ritz-Carlton measures the success of its customer service efforts through Gallup phone interviews, which ask both functional and emotional questions. Functional questions include: "How was the meal?" or "Was your bedroom clean?" while emotional questions reveal the customer's sense of well-being. The hotel uses these findings as well as day-to-day experiences to continually enhance and improve the experience for its guests. It has also earned two Malcolm Baldrige Quality Awards—the only company ever to win the prestigious award twice.

Source; Marketing for Hospitality and Tourism, 7th edition by Philip Kotler, John T. Bowen, James C. Makens, and Seyhmus Baloglu, (2017)

Requirement;

The company plans to expand further throughout Europe, Africa, Asia, the Middle East, and the Americas. Ritz-Carlton plans 187 ultra-luxury residences, located in a high-rise tower in Colombo-01 to commence in 2021 which includes Ritz-Carlton hotel, retail shops and office space.

a) Recommend and design product (such as levels of products) and brand relevant for the proposed hotel operation in Sri Lanka. (10 Marks)
b) Develop an effective communication campaign to launch Ritz-Carlton hotel in Sri Lanka (15 Marks)

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Question 02

(a) "To begin with, marketers should to understand customer needs and wants and the marketplace that they operated." Differentiate the terms "need" and "wants" using examples.   (05 Marks)

b) "One of the most important tasks of a hospitality business is to develop the service side of the business". Explain key four characteristics of a service using examples.
                                                                                                (20 Marks)

Question 03

"Organizations do not operate in a vacuum. To survive and grow organization must be aware of what is happening in the external environment".

a) Explain the importance analyzing external environment   (05 Marks)

b) Discuss four key trends arising from the macro environment relevant for any business you are familiar with.   (10 Marks)

c) Explain two opportunities and address two threats arising from the marketing environment for a business in the selected industry.   (10 Marks)

Question 04

You work for a small cafe based in a large city and have been asked by your manager to produce an email to be sent to the management team, that:

a) Explain the importance of having a Marketing Information System (MIS).   (04 Marks)

b) Discuss three main sources of developing needed data for MIS.   (09 Marks)

c) Discuss the steps that you would take to research the market potential for a new menu
                                                                                                (12 Marks)

Question 05

The company you are working for is wishing to enter holiday business. Instead of scattering the company marketing efforts, the management want to identify the parts of the market they can serve best and most profitably. Your managers asked you to prepare a report addressing the followings;

a) There are four main bases that we use in segmenting the large common consumer market. Briefly explain two bases with examples.   (10 Marks)

b) Evaluate three strategic options that the company have for targeting.   (09 Marks)

c) Briefly explain three position errors that the organization should be aware of.
                                                                                                (06 Marks)

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Question 06

The sponsors of Seaside Resorts Limited (SRL) are considering to set up a major project on the sea coast at a distance of 85 kilometers east of Karachi. The project would have facilities of guest houses, swimming pools, golf courses, tennis and squash courts and scuba diving. It would also have modern facilities of conference rooms and auditoriums for holding business meetings, training courses, conferences and symposia.

a) Explain three important factors that should be considered when setting up the prices for the new resort. (09 Marks)

b) Discuss TWO strategies that the SRL could adopt for pricing their new resort.
(08 Marks)

c) Recommend two suitable channels that SRL could use to market their new resort.
(08 Marks)

Question 07

a) "Unlike physical products, intangible products cannot be seen, tasted, felt, heard, or smelled before they are purchased. Therefore, almost all services contain some physical elements". Explain this statement using examples of your choice.
(09 Marks)

b) "Virtually all services are reliant on people to perform them, very often dealing directly with the consumer". Explain this statement using examples of your choice.
(08 Marks)

c) "Since services are usually carried out with the consumer present, the process by which the service is delivered is, again, part of what the consumer is paying for". Explain this statement using examples of your choice. (08 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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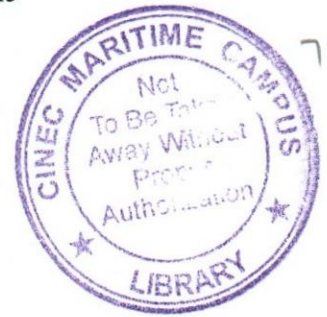
Year 1 Semester II
SEMESTER END EXAMINATION
E Tourism – THM 12093

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.01.07   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

ICTs are now critical for strategic management of organisations as they allow, expansion into new markets, empowering of employees, lowering of costs, enhancing distribution

(a) What is E-tourism? Explain in your words   (02 Marks)

(b) What are the main macro-economic factors influencing the E-business?   (03 Marks)

(c) What are the main problems of the traditional business approach?   (05 Marks)

(d) E-commerce is prominent due its various benefits. Explain your answer with real world examples.   (10 Marks)

Question 02

Value chain analysis is a strategy tool used to analyze internal firm activities. Its goal is to recognize, which activities are the most valuable to the firm and which ones could be improved to provide competitive advantage.

(a) What are the primary activities of the value chain process?   (05 Marks)

(b) What are the secondary activities of the value chain process?   (05 Marks)

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(c) What are the main micro-economic factors influencing the E-business?   (05 Marks)

(d) What are the main type of business strategies? Brief your answer with examples

(05 Marks)

Question 03

Telecommunication systems transmit data or signals over short or long distances between networks for the usage of communication. Though telecommunications systems did not work as well in the past, there have been vast improvements and is arguably the staple of modern business and society today. Now, more than ever, businesses are making the move towards a network that reach more consumers globally and there are many choices to choose from.

(a) Define telecommunication mediums in your word   (05 Marks)

(b) Brief microwave communications   (05 Marks)

(c) Brief satellite transmission   (05 Marks)

(d) "Bus topology is suitable for a high security, hierarchical organization" Justify your
answer   (05 Marks)

Question 04

Cyber security is the state or process of protecting and recovering networks, devices, and programs from any type of cyberattack. Cyberattacks are an evolving danger to organizations, employees, and consumers. They may be designed to access or destroy sensitive data or extort money. They can, in effect, destroy businesses and damage people's financial and even personal lives.

(a) What are the main 'Information Security Threats'?   (05 Marks)

(b) What is a Trojan Virus? Briefly explain   (05 Marks)

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(c) What is a spyware? How it defers from normal viruses?   (05 Marks)

(d) How to recognize when Spywares in your personal computer?   (05 Marks)

Question 05

There are a lot of self-fulfilling prophesies in business. Customers tend to gravitate toward what they think will be dominant, especially for products and services with high switching costs, because they don't want to opt for a company that might not survive and because the dominant vendors on average have better products and services. So perception leads reality, and those who are expected to win become more likely to win. For this reason, marketing needs to be focused on perception management. If a company can get the media to pick them as the horse to bet on, they'll be more likely to succeed."

(a) What are the main barriers to accurate "Perception"?   (05 Marks)

(b) Briefly explain the process of perception with the help of an illustration
                                                                       (05 Marks)

(c) How do you improve the perception of your tourism business? Explain your answer with contextual examples   (10 Marks)

Question 06

"Life is 10% what happens to you and 90% how you react to it". When you want to step up your game in ICT project management, there're a lot of tips, resources, and guidelines. There is an endless selection of how to lead better, communicate better or simply just be better. What are the main causes of ICT project failure? Explain your answer with examples   (20 Marks)

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Question 07

Property Management System (PMS) is a local hotel administration system used for reservation, availability and occupancy management, check-in/out, images, guest profiles, report generation etc. This application is used in-house (in an individual hotel) to control the onsite property activities.

(a) What are the main areas of PMS Functionality (Just list them)   (05 Marks)

(b) What are the main limitations of online travel services?   (05 Marks)

(c) "A tourist need a travel agent" Do you agree? Justify your answer   (10 Marks)

Question 08

Bitcoin is a cryptocurrency and worldwide payment system. It is the first decentralized digital currency, as the system works without a central bank or single administrator and the network is peer-to-peer, and transactions take place between users directly, without an intermediary. These transactions are verified by network nodes through the use of cryptography and recorded in a public distributed ledger called a blockchain.

(a) If you were an ICT consultant, would you encourage your client to do transactions with cryptocurrencies? Justify your answer   (10 Marks)

(b) If you were a business consultant, would you encourage your client to invest more (more than 50%) on social media, compared to traditional approaches such as TV, Radio and press promotions? Justify your answer   (10 Marks)

-------------------END OF THE QUESTION PAPER----------------

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Year 1 Semester I
REPEAT EXAMINATION
Management process and practice – THM 11023
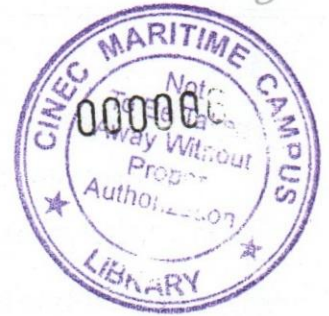
- This paper consists of EIGHT (08) questions on Three (03) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.10.31   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)
"My Leadership Isn't Working"

Sherry Gabrielli had worked as the security supervisor at the regional office of affiliated Department Stores for six months. She was appointed supervisor after four years of good performance as a security officer. She looked forward with some apprehension to her performance review with her boss, Al Anderson. She felt she was not accomplishing anywhere what was needed.

Anderson greeted Gabrielli with a smile and said, "May 1 get you coffee, tea, or a soft drink? 1 want you to relax." "I will take you up on a decaffeinated, diet cola drink," replied Sherry. "Despite this job, 1haven't slipped back to trying to cure my tension with coffee."

"Your health kick must be working, Sherry. You appear quite relaxed on the job to me. One of your strong points as a security supervisor is that you are cool and calm under pressure. In fact, my overall performance rating of you is well above average. Both my boss, the operations chief, and I think you're doing a bang-up job. You can expect an above-average salary increase this next paycheck. "How do you think you are doing, Sherry? Any problems we may have missed? Anything we can help you with?"

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"I'm glad you asked," replied Gabrielli. "1 am experiencing one difficulty as a supervisor that may not be showing up in my job performance. my leadership isn't working as well as I would like. The way I see it, our department still isn't acting professionally enough. The men and women are doing a good Job, but they are lacking that professional image."

"Sounds like a real concern" said Anderson- pensively. "Could you be more specific, though?" "1 can give you a couple of instances," replied Gabrielli. "Mona, one of the security officers, sits in the office with her feet on the desk. And she's forever munching apples. Gordie, our newest security officer, tells about one gross joke each workday. Eduardo, the senior officer who should know better, whistles whenever he's trying to relax."

"What have you done so far about the problems?" Anderson asked. "1 talk about the need for professionalism in security work, but nothing happens. I once even told Eduardo to stop whistling because it gave me a headache. He just gave me a funny look." "Maybe you and I can talk about this again at a later date. I'll have to give this problem some more thought. In the meantime, we still think you're doing a great job."

(Note: This case was adopted from Leadership by Andrew J.DurBin)

Analyze the above case and answer the questions given below.

(a)   Is this case simply about supervision, or does it also relates to leadership?

(05 Marks)

(b)   What can Sherry Gabrielli do to exert more influence among the security officers?

(05 Marks)

(c)   How can her supervisor help her in her leadership development?   (05 Marks)

(d)   Which type of leadership development experiences would you recommend for Gabrielli?   (05 Marks)

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Question 02

(a)   What are the four basic principles of Taylor's philosophy?   (04 Marks)
(b)   Name two Management Pioneers and briefly describe their contribution.
                                                                            (06 Marks)
(c)   Briefly explain Five Principles of Management from Fayol's 14 Principles of
        Management.   (10 Marks)

Question 03

(a)   Define the term "External Environment" in Business Organisation.   (03 Marks)
(b)   Identify the components of Task Environment.   (05 Marks)
(c)   Briefly explain three components of general environment.   (12 Marks)

Question 04

(a)   Define the term of "Planning" in Management.   (02 Marks)
(b)   Briefly explain the importance of setting goals.   (06 Marks)
(c)   Create a "Vision", "Mission", "Goal" and "Two Objectives" for a new hotel that you
        are going to start.   (12 Marks)

Question 05

(a)   Define the term "Organizing".   (02 Marks)
(b)   Briefly explain four key elements of Organisatinal Structure.   (08 Marks)
(c)   Briefly explain two basic forms of Organisational designs.   (10 Marks)

Question 06

(a)   Define the term "Organisation".   (02 Marks)
(b)   Briefly explain the Managerial Levels.   (06 Marks)
(c)   Briefly explain the rolls of a manager.   (12 Marks)

Question 07

(a)   Identify the main purpose of control in Management process.   (04 Marks)
(b)   Identify the four steps of controlling process.   (04 Marks)
(c)   Identify the four main areas of controlling and briefly explain each. (12 Marks)

Question 08

(a)   Define the term "Motivation".   (02 Marks)
(b)   Explain the Content Perspective.   (06 Marks)
(c)   Briefly explain one of the main motivation theories.   (12 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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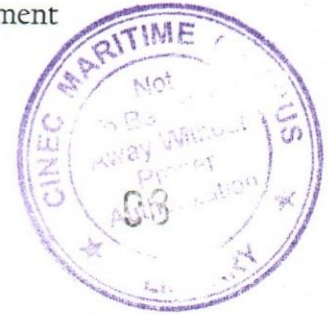
Year 1 Semester I
REPEAT EXAMINATION
Business English – THM 11063

- This paper consists of <u>FIVE</u> questions on <u>Eight (08)</u> pages.
- Answer <u>ALL</u> Questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.10.30   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Read the following article about the ways in which the climate affects business and answer the given questions.

What is achievement?

Achievement is an important competency given that the more you can achieve, the better your prospects will be when it comes to looking for a new job. Achievement is what you have done of significance at work which has benefited your company or organization. Think about your work achievements. Or even your life achievements - these are the successes that you have had so far. Perhaps you have just passed your driving test, or maybe after many years of trying, you have learnt to swim. This is an achievement as it is something you have worked hard for, and in the end the results have been successful.

Why is it important?

In our lives it is important to have objectives so when you have reached them you can say you have some achievements. Think about when you were younger, and your ambitions. Maybe you wanted to become a doctor, so you studied hard, and you finally became a doctor. Perhaps you wanted to have a house with a big garden. Can you remember the day you fulfilled this dream? These are personal achievements and they give you the feeling of self-satisfaction, confidence, and happiness. Let us now take a look at your work achievements. When you have achievement at work it means that you are working towards goals normally set by others, but they can be set by yourself, too. Perhaps you have to reach a sales target, or you need to complete a project within a deadline, or perhaps you need to see clients or customers and help them in some way. If you succeed in helping them, or you reach your sales target, or you complete your project by the deadline, you have examples of achievements. Striving for achievements shows determination and tenacity.

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How can you show it?

If you have a job interview and you want to demonstrate your achievements you need to think about different situations you have been in, the actions you have taken, and the results of these actions. Perhaps you have had a difficult customer, how have you dealt with that person? Did your action benefit your organization? In what way? If your results were successful, state this either in your job application, or in your interview. Think about the skills which you have which make you attractive and valuable as an employee. Remember the more achievement you can give as examples, the more you can sell and market yourself for the job.

(a)   Find an adequate definition to describe achievement.   (02 Marks)

....

....

(b)   What gives you the feeling of self-satisfaction, confidence, and happiness?
                                                                                (02 Marks)

....

(c)   Who sets goals?   (02 Marks)

....

(d)   According to the passage, how can one become successful in marketing field?
                                                                                (02 Marks)

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(e)   Give two examples of achievement as explained in the passage?   (02 Marks)

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(f)   Explain the meaning of the following five words as used in the text:
        competency, benefit, deadline, determination, demonstrate   (05 Marks)

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(g)   Write a summary of the above article using less than 50 words. Do not exceed
the word limit.   (05 Marks)

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Question 02

(a)   Read the following memo and answer the questions given.

Memo

From : The Manager / Administration

To : Computer Programming Division

Cc. : CEO

Subject : Attaching Cover Sheets to TPS reports

Date : 22nd October 2018

This is to remind you the division that, starting today, we are now filing all Testing Procedure reports with new cover sheets.

The reason for this change is simple. In addition to new format, the cover sheets provide a summary of the report as well as the updated legal copy. The new cover sheets also include company's new logo.

Though this change may initially seem like a headache and an extra step, it is necessary to include the new cover sheets due to their updated information. Failing to do so will result in a confusing and inaccurate product delivered to our customers.

Please be sure to follow this new procedure.

i.   What is this memo about?   (02 Marks)

....

ii.   What does TPS stand for?   (02 Marks)

....

iii.   What does the new cover sheet include?   (02 Marks)

....

iv.   Why is it necessary to include the new cover sheet?   (02 Marks)

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v.   What benefit will customers get with the new cover sheet?   (02 Marks)

....

(b)   Imagine you are the Head of the IT Department and want to inform all employees regarding a network-systems upgrading. This will lead to a temporary closing down of internet services for five hours from 1.00 p.m. to 6.00 p.m. on the 26th October 2016. Write the memo you will send to all employees on the 23rd October 2018.

Use about 30 – 35 words.   (10 Marks)

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Question 03

(a) Insert the correct coordinating conjunction: unless, whereas, although, despite, if
                                                                    (05 Marks)

i.   Most employees will stay .... employers offer good salaries.

ii.   .... everyone worked hard, the company didn't profit.

iii.   .... applying for hundreds of jobs, he is still out of work

iv.   The company will be bankrupt .... they reduce costs in the next three years.

v.   Some of the studies show positive results, ... others do not.

(b) Fill in the blanks with the most suitable verb given within brackets.   (05 Marks)

i.   They .... a bakery now. (run)

ii.   The manager is not in. He .... out. (just go)

iii.   The new company .... fish to Singapore. (export)

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iv.   The workers .... the factory when the fire broke out. (leave)

v.   My cousin .... at a competitive exam last week. (succeed)

(c) Write sentences to bring out the meaning of FIVE of the following words.

(10 Marks)

negotiable / employer / communication / audit / increase / equal / attach

i.   ....

ii.   ....

iii.   ....

iv.   ....

v.   ....

Question 04

(a)   You bought a new refrigerator from Snowise Electronics Colombo -06 last week. After three days it stopped working. Write a letter of complaint to the manager including the following.   (10 Marks)

- the date of purchase and receipt number
- what's wrong with the refrigerator
- suggest action the company should take

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(b) Read the following poorly written business letter and rewrite in appropriate
manner.   (10 Marks)

The manager
Globe IT Solutions
Col: 03

Hi Mr. Haturusinghe,

How is business? Hope doing well? This is to let you know five of the computers
you sent are damaged and not working. I don't know why? Didn't your employees
check before sending. Please do something.

Yours

Anura Perera

Manager/ Merchandising

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Question 05

Mr. Priyalal Perera has a fifty-perch land near a main city. He has saved nearly Rs.4.5 million in a leading bank. He worked as merchandising officer in a leading firm and retired last year. Write a suitable business plan to propose to Mr. Priyalal Perera.   (20 Marks)

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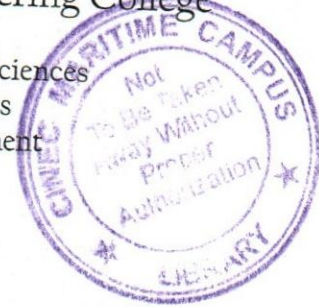
-------------------END OF THE QUESTION PAPER----------------

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04

Year 1 Semester I
REPEAT EXAMINATION
Microeconomics – THM 11032

- This paper consists of SEVEN (07) questions on Four (04) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.10.29   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

(a) "Microeconomics is a branch of economics that studies the behavior of individuals" Explain this statement.   (04 Marks)

(b) Explain the basic economic problems of a society.   (04 Marks)

(c) Briefly explain the Cost of Services of a Restaurant.   (04 Marks)

(d) What causes shift in the production possibilities frontier inward.   (04 Marks)

(e) Briefly explain the economic benefits of Tourism Industry   (04 Marks)

(f) Construct the **Supply Function** using the following table and illustrate it on a suitable diagram   (05 Marks)

Price (x)	Supply (Qs)
5	100
10	120
15	140
20	160

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Question 02:

Production involves the use of the four factors of production. The use of these resources involves an opportunity cost.

(a) Briefly explain the returns on factors of production of a selected Hotel   (04 Marks)

(b) Using appropriate examples, describe the four factors of production.   (06 Marks)

(c) Using a production possibility curve, explain what is meant by opportunity cost.

(07 Marks)

(d) Discuss whether more factors of production should be used to build houses.

(08 Marks)

Question 03:

Despite more cars being sold, world demand for bicycles is increasing. It has been estimated that the world price elasticity of demand for bicycles is –0.18 but this does vary between countries. The indirect taxes imposed on bicycles also differ between countries.

(a) Briefly explain the term of 'Contraction in Demand'.   (03 Marks)

(b) Briefly explain the Price Elasticity of Demand with aid of an example.   (04 Marks)

(c) Explain three likely causes of an increase in demand for bicycles.   (06 Marks)

(d) Analyse why the demand for a product may be more price elastic in one country than in another country.   (06 Marks)

(e) Discuss whether a government should impose indirect taxes only on products with inelastic demand.   (06 Marks)

Question 04:

Consider the following Demand and Supply equations of a commodity in the tourism market.

$Q_{dx} = 400 - 4P_x$
$Q_s = -50 + 5P_x$

(a) Find the equilibrium Price and the Quantity.   (06 Marks)

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(b) Illustrate the demand and supply curves in a diagram with the help of demand and supply schedules. (06 Marks)

(c) Find the excess demand and excess supply at the price of 30 and 80 (04 Marks)

(d) Find the Consumer Surplus and Producer Surplus . (04 Marks)

(e) Briefly Explain the Minimum Price Control Method with the aid of an example

(05 Marks)

Question 05:

Both the private sector and the public sector are involved in building houses. In one country a private firm has built an extra 100 000 houses but, at the same time, its government has increased income tax significantly.

(a) Briefly explain the Direct and Indirect taxes that government charge from the public

(05 Marks)

(b) Explain, using a demand and supply diagram, how these two actions would have affected the equilibrium price and the equilibrium quantity of houses. (06 Marks)

(c) Explain what determines the demand for houses. (04 Marks)

(d) Discuss whether it is better for the public sector to build houses rather than the private sector. (10 Marks)

Question 06:

(a) Identify the factors affecting to price elasticity of Supply (04 Marks)

(b) Briefly explain the term of "Normal goods" and "Luxurious goods". (06 Marks)

(c) Briefly explain the term of Income elasticity of Demand and interpret the results of the sign of the co-efficient. (06 Marks)

(d)Assume, If the price of petrol increased from Rs:120 to Rs:140 and demand fell from 10,000 units to 8,000. Calculate the PED of the above commodity. (04 Marks)

(e) Assume your income is increased from Rs: 25,000 to Rs:30,000 and the demand for

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transportation is increased from 30 to 60 (Number of trips). Calculate the income elasticity of demand (YED) and interpret the results. (05 Marks)

Question 07:

(a) Identify the characteristics of a Monopoly Market. (04 Marks)

(b) Explain the "Normal Profits" in the perfectly competitive market with

aid of a diagram. (06Marks)

(c) Identify the difference between Short run and Long run cost of a Hotel. (05 Marks)

(d) Copy the following table and fill the blanks. Illustrate the Total Cost and Total Revenue curves in a diagram and find the Break Even Point. (10 Marks)

No of Workers	TP	MPL	TFC	TVC	TC	MC	TR	MR	PROFIT
0	0	0	70	0	70	0	0	2	-70
1	14	14	70	46	116	3.29	28	2	-88
2	42	28	70	92	162	1.64	84	2	-78
3	75		70	138			150	2	
4	112		70	184			224	2	
5	150		70	230			300	2	

-------------------END OF THE QUESTION PAPER------------------

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Year 1 Semester I
REPEAT EXAMINATION
IT for Tourism – THM 11052

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.10.26   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

List, and briefly explain FOUR uses of the Internet in the modern society.

(05 Marks * 05)

Question 02

An Operating system (OS) is a set of programs that manage the hardware and software resources of the computer.

(a) Write four major activities of an operating system.   (04 Marks)

(b) Write two types of user interfaces (UI) with an example for each.   (05 Marks)

(c) Write the differences between DOS and Windows operating systems.   (04 Marks)

(d) Write two main types of software and give two examples for each.   (06 Marks)

(e) Explain following terms.   (06 Marks)

      (i)   Wild card characters

      (ii) File compression

      (iii) File extensions

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Question 03:

The questions which follow the paragraph below related to Word Processing

Information Technology (IT) is the use of computers to store, retrieve, transmit, and manipulate data, or infomation, often in the context of a businss or other enterprise. IT is considered to be a subset of information and communication technology (ICT). Humans have been storing, retrieving, manipulating, and communicating information since the Sumerians in Mesopotamia developed writing in about 3000 BC, but the term *information technology* in its modern sense first appared in a 1958 article published in the Harvard Business Review; authors Harold J. Leavitt and Thomas L. Whisler commented that "the new technology does not yet have a single established name.

(a) What kind of justification is used in this paragraph?   (02 Marks)

(b) Author wants to use Information Technology (IT) as a title for this paragraph. What steps would you take to place it above the paragraph and center it?   (04 Marks)

(c) How can you change the paragraph, so that the second sentence is in a new paragraph?
                                                                              (04 Marks)

(d) Some words are misspelled in the paragraph. What feature of word processing would you use to correct them?   (04 Marks)

(e) The heading of your document is **<u>INFORMATION TECHNOLOGY (IT)</u>**

    (i)   List four formatting features used in above title.   (04 Marks)

    (ii) How would you remove the underline?   (01 Mark)

    (iii) The second line of your paragraph contains the word 'manipulate'. Write how to replace the word 'manipulate' with the word 'manage'.   (03 Marks)

    (iv) How would you print the content of a page across the length of a paper? (03 Marks)

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Question 04:

Provide the answers based on below spreadsheet.

	A	B	C	D	E	F	G	H
1				Mark Sheet				
2	S_No	S_Name	Science	Maths	IT	Total Marks	No. of Subjects	Average Marks
3	1	Rosy	70	70	85			
4	2	Ann	90	80	67			
5	3	Jane	80	89	93			
6	4	Jefry	60	98	56			
7	5	Jorge	50	67	90			
8	6	Shreya	90	45	75			
9		Max						
10								
11								
12								
13								

(a) Write formulas for the operations (i) – (iv) based on the above spreadsheet, along with the relevant cell address:

(i). To calculate the Total Marks as sum of Science, Maths & IT for each student and display them using cell references in column F. (04 Marks)

(ii). To calculate the total number of subjects each student has obtained and display them using cell references in column G. (04 Marks)

(iii). To calculate the average marks for each student and display them using cell references in column H. (04 Marks)

(iv). To calculate the highest marks in Science and display it using cell references in cell C9. (04 Marks)

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(b) Name the option (button) available in MS Excel to make the title "Mark Sheet" as it

displays on above screen. (04 Marks)

(c) Name the shortcut key combinations used for following actions. (05 Marks)

    (i)   to navigate to the top of the Worksheet (cell A1)

    (ii)   to the last column of the worksheet.

    (iii)   to the last row of the worksheet

    (iv)   to make absolute cell reference

    (v)   to save work sheet

Question 5

Data can be stored & manage manually or in a computerized environment.

(a) Briefly explain the terms "data" and "information" (04 Marks)

(b) List five difficulties of handling large volumes of data manually. (05 Marks)

(c) What is a database? Briefly explain how you would overcome the difficulties mentioned

in question (ii) above by using a database. (06 Marks)

(d) What is the general name used to describe a set of software which creates, maintains

and utilizes databases? List two popular examples of such software packages.

(05 Marks)

(e) Assume that you are asked to create a simple database containing the data of lecturers

of your College. List five fields that can be used to construct a table in the database. Give

two sample records that you would enter in the table. (05 Marks)

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Question 6

A page of a web site is shown below. Provide the answers based on it.
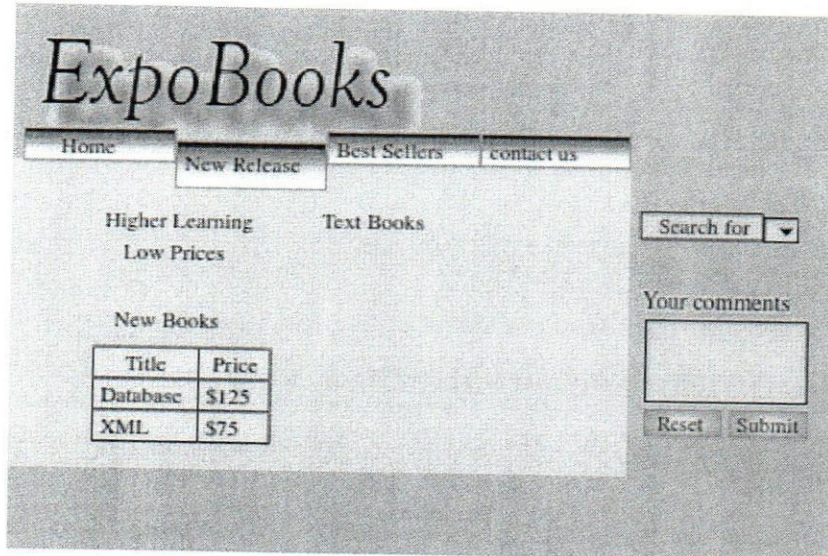
(a) What is meant by a 'Hyperlink'?   (03 Marks)

(b) Write down two file extensions to identify a webpage.   (02 Marks)

(c) Write the correct tag combinations (Start and Ending tags) to perform following tasks.

                                                                     (08 Marks)

    (i)   Insert hyperlink

    (ii)   Insert image

    (iii)   Insert table

    (iv)   Insert form

(d) Write the correct HTML code to display the table new books in above web page.

                                                                     (08 Marks)

(e) Write HTML code to prepare an ordered list to display names of two books in the above
table
                                                                     (04 Marks)

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Question 7

Write short notes on following

(a) File Compression

(b) CUI

(c) HTTP

(d) Computer Virus

(e) RAM

(05 * 5 Marks)

--------------------END OF THE QUESTION PAPER----------------

Library.

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Year 1 Semester I
REPEAT EXAMINATION
Business Mathematics I – THM 11042

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- Calculators are NOT allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.10.23   Pass mark: 40%   Time: 02 Hours

Question 01 (Compulsory)

(a) Factorise completely

    (i) $6X^2 - 5x - 6 = 0$

    (ii) $14X^2 - 5x - 1 = 0$

                                   (2*2 Marks)

(b) Solve $X - Y = 4$ and $2X^2 + XY + Y^2 = 8$ (03 Marks)

(c) Factorise $3x^2 - 3$ completely. Hence simplify $\frac{x^2 - 5x + 4}{3x^2 - 3}$ (03 Marks)

(d) Find second order and third order derivatives of following functions.

                                   (2*2 Marks)

    (i) $Y = x^5 - 9x^4 + 2x^2 - 2$

    (ii) $Y = -2x^7 - 4x^6 + 2x^5 - 3x^3$

(e) Integrate following functions

                                   (3*2 Marks)

    (i) $\int_0^2 (x^3 + 9x)\, dx$

    (ii) $\int 3 \ln x\, dx$

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(f) Find the coordinates of the points on the curve $Y = 2x^3 + 3x^2 - 12x + 6$ at which Y has a turning point. For each turning point, identify whether the minimum or maximum. (05 Marks)

Question 02

(a) Evaluate followings

    (i) $(243)^{\frac{1}{5}}$ (02 Marks)

    (ii) $\left((-27)^{\frac{2}{3}}\right)$ (02 Marks)

    (iii) $(243)^{\frac{3}{5}}$ (02 Marks)

(b) Simplify followings

    (i) $(2X^3 - 6x - 3)(5X^4 + 2X^2)$ (03 Marks)

    (ii) $(4X^6 - 2X + 1) + (3X^3 + 7X - 4) - (-3X^6 - 2X + 7)$ (03 Marks)

(c) Divide $2X^4 - 9X^3 + 13X^2 - 17X + 15$ by $(X-3)$ (04 Marks)

(d) Factorise Completely

    (i) $28X^2 - 19X - 20$ (03 Marks)
    (ii) $6X^2 - X - 2$ (03 Marks)
(e) Solve the simultaneous equations given below (03 Marks)
    $X + Y = 1$
    $16X^2 + Y^2 = 65$

Question 03

Sketch the curve $y = x^2 - 6x + 19$. Use the range [-1,7] (10 Marks)

On the same graph sheet, sketch the curve $y = -X^2 + 2X$ (10 Marks)

On your sketch give the coordinates of the turning point

(02 Marks)

Give the coordinates of the points where the curve meets the coordinate axes.

(03 Marks)

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Question 04

Differentiate Followings
  (a) $Y = x^3 + 9x + 19$

(02 Marks)

  (b) $Y = e^{(-2x+4)}$

(02 Marks)

  (c) $Y = \sqrt{5x}$

(02 Marks)

  (d) $Y = -5 X^5 (- 2X^3 + 7)$

(03 Marks)

  (e) $Y = (x^3 + 1)(x^3 + 5)$

(04 Marks)

  (f) $Y = \dfrac{(2x+5)}{(2x^2+ 3)}$

(04 Marks)

  (g) Using derivative knowledge, find the coordinates of the stationary points on the curve with equation $y = X^3 - 3X + 2$. Sketch the curve, showing the stationary points and the coordinates of the points at which the curve meets the axes.

(08 Marks)

Question 05

  (a) Given $Y = 5 X^4 (2X^3 - 9X)$
      (i) Find the derivative directly using Multiplication rule.

(03 Marks)

      (ii) Simplify the original function by multiplication and then find the derivative.

(03 Marks)

      (iii) Compare the derivatives in 'Part a' and 'b'

(01 Marks)

  (b) For each of the following functions find the second – order derivative and third – order derivative. Evaluate them at $X = 2$
      (i) $Y = - 5X^5 + 5 X^2 + 12X - 5$

(03 Marks)

      (ii) $Y = X^6 + 3 X^4 + X$

(03 Marks)

  (c) Find the derivative,

$$y = \frac{3x(2x - e^x)}{(3x - 2)}$$

(04 Marks)

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(d) Given C = 2500 + 0.8 Y_d, where Y_d = Y – T and T = 350 + 0.3 Y.

Determine Y_d in terms of 'Y' ONLY

Determine C in terms of 'Y' ONLY

Use the derivative to find the Marginal Propensity to Consume (MPC),

$$MPC = \frac{dC}{dY}$$

(08 Marks)

Question 06

(a) Determine the following indefinite integrals.

    (i) $\int X^{-3/2} \, dx$ (02 Marks)

    (ii) $\int \sqrt{x} \, dx$ (02 Marks)

    (iii) $\int (2 X^5 - 3 X5 + X^{-1}) \, dx$ (02 Marks)

    (iv) $\int e^{-2.5x} \, dx$ (02 Marks)

(b) Determine following integrals using "Integration By Parts"

    (i) $Y = \int x * e^x \, dx$ (04 Marks)

    (ii) Using the answer in part (i) above, evaluate $\int x^2 * e^x \, dx$

                                              (04 Marks)

    (iii) $\int \ln x * x^2 \, dx$ (04 Marks)

    (iv) $\int \frac{2x}{e^{2x}} \, dx$ (05 Marks)

Question 07

(a) Evaluate following

    (i) $\int_0^{10} 2e^{-2x} \, dx$ (04 Marks)

    (ii) $\int_0^3 8X(2 X^2 + 3) \, dx$ (04 Marks)

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(iii) $\int_{2}^{5} X^2(X^3 - 7)\,dx$ (04 Marks)

(iv) $\int_{0}^{1} x * e^{2x+1}\,dx$ (05 Marks)

(b) Given the rate of net investment is $I = 9t^{\frac{1}{2}}$. Find the capital formation K   in,

         (i) 8 years   (04 Marks)

         (ii) for the fifth through the eight year (interval [4,8])

{Hint: $K = \int_{a}^{b} I\,dt$ }   (04 Marks)

----------*END OF THE QUESTION PAPER*----------

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Library

Year 1 Semester I
SEMESTER END EXAMINATION
Manage Diversity for Tourism – THM 11081

- This paper consists of SEVEN (07) questions on FOUR (04) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.10   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

Similarly, as other nations in the South Asia region, Sri Lanka has a diverse population with various communities with different ethnic groups who profess few of the world's major religions.

(a) Who are the sociologists who have carried out researches on Sri Lankan society and what are the books written by them?   (05 Marks)
(b) What are the major ethnic groups live in Sri Lanka. Give description for each?
                                                                (20 Marks)

Question 02

80% of the Sri Lankan population is still considered as rural people and Sri Lankan Rural society is rich with special and unique features.

(a) Discuss about the exemplary Sri Lankan Rural Village   (20 Marks)
(b) Draw a structure of an exemplary rural village   (05 Marks)

Question 03

The basic objective of a business is to develop, produce and supply goods and services to customers. For a company to progress and develop, it must nurture relations with its stakeholders

(a) Explain how a company can benefit the society   (15 Marks)
(b) What are the reasons as to why companies should take ethical, social and environmental responsibility?   (10 Marks)

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Question 04

"Every dollar you spend or don't spend is a vote you cast for the world you want" - L.N. Smith, Sunrise Over Disney.

(a) Justify the above statement by explaining the ethical responsibility of consumer

(15 Marks)

(b) What are the guidelines which should be followed by a customer to make more sustainable purchase? (10 Marks)

Question 05

Cross-cultural communication is how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures

(a) Explain the barriers to cross-cultural communication (15 Marks)
(b) Explain communication tips which can be used in cross cultural communication
(10 Marks)

Question 06

Sri Lanka is one of the few countries with a very vast and rich socio-cultural diversity. Society of Sri Lanka is very diversified with different ethnicities, religious, castes and cultures

(a) Explain the three-component theory of stratification explained by Max Weber?

(10 Marks)

(b) Explain four key elements that comprise social stratification? (15 Marks)

Question 07

The City of Stonington is a culturally diverse city with residents from 143 countries who speak 108 different languages. This rich diversity is what makes our city a great place to live, supported by Council's commitment to creating a connected community that fosters the hopes, wellbeing and aspirations of all people and recognize that all persons have equal rights in the provision of and access to services and facilities.

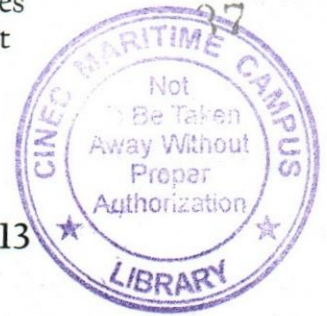Arising from the research and consultation, which has been undertaken in the development of the Cultural Diversity Policy 2015-2019, Council has clarified its policy in relation to

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cultural diversity.

'Council recognizes and respects that everyone has the same human rights entitlement to allow them to participate in and contribute to society and our community.... and recognizes that all persons have equal rights in the provision of and access to services and facilities.'

The purpose of the Cultural Diversity Policy 2015-2019 is to provide a profile of Stonington's culturally diverse community, provide a strategic framework for a whole of organization approach to culturally responsive service planning and provision and Detail specific actions to achieve Council's vision for a culturally diverse community

The aims of the Cultural Diversity Policy 2015-2019 are to ensure Council are effectively engages and communicates with our culturally diverse residents, Plans and delivers culturally responsive services, facilities and programs, Works collaboratively with others to reduce barriers experienced by culturally diverse residents and Develops the capacity of our workforce to enhance the ways we engage, communicate and consult with our diverse communities

Council will work towards achieving the following key actions over the next four years:

- Implement the City of Stonington 'Statement of Commitment' to Cultural Diversity
- Develop alternative methods of communication with non-English speaking residents via the website and Council's publications. This will include investigating and adopting new technologies and digital communication methods
- Implement the recommendations of the Ethnic Services Committee review and establish the Multicultural Strategic Planning Group
- Establish an internal Cultural Diversity Working Group to facilitate cross communication across Council departments regarding issues affecting culturally diverse communities to better plan and deliver services
- Develop support services for culturally diverse young people who identify as gay, lesbian, bisexual, transgender or intersex
- Incorporate cross-cultural awareness training into Council's annual training calendar to ensure that training is provided annually to staff
- Develop and implement a cultural planning checklist to be used by Council services to provide guidance in relation to culturally responsive planning and evaluation
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(a) Give an introduction to the socio-cultural diversity of the city of Stonington

(05 Marks)

(b) What is their purpose of developing a Socio-cultural Diversity Policy?

(05 Marks)

(c) Explain the aims of the cultural diversity policy of city of Stonington

(05 Marks)

(d) Explain the importance of the key actions listed out   (10 Marks)

--------------------END OF THE QUESTION PAPER----------------

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Course CODE: BMgt 556/557

Year 1 Semester I
SEMESTER END EXAMINATION
Manage Diversity for Tourism – THM 11081

- This paper consists of SEVEN (07) questions on FOUR (04) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
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(a) Give an introduction to the socio-cultural diversity of the city of Stonington

(05 Marks)

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(05 Marks)

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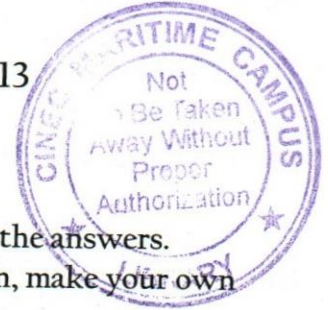--------------------END OF THE QUESTION PAPER----------------

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Year 1 Semester I
SEMESTER END EXAMINATION
Introduction to Tourism and Hospitality – THM 11013

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.10   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Tourism has recognized as one of the fast-growing industries in Sri Lanka, the tourism sector is experiencing an impressive growth both in terms of tourist arrivals and in foreign exchange revenues.

(a)   Define the term "Tourism"   (05 Marks)
(b)   Explain 4 A's of Tourism   (05 Marks)
(c)   Explain why tourism matters to Sri Lanka   (10 Marks)

Question 02

Tourism is a collection of Activities, Services and Industries which deliver a travel experience for individuals or groups traveling away from home.

(a)   What are the characteristics of services? Explain with examples from Tourism and Hospitality industry   (05 Marks)
(b)   Identify different tourism and hospitality services   (10 Marks)
(c)   What are the reasons for the growth of services   (05 Marks)

Question 03

Hotel is an establishment which provides accommodations, Food and Beverages and other services.

(a)   What are the different departments of a hotel   (05 Marks)
(b)   Identify the structure of the staff working in each department (05 Marks)
(c)   Explain the duties and responsibilities of each department (10 Marks)

Page 1 of 4

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Question 04

Tourism is not anymore, an optional luxury, but rather an essential part of life. The industry is becoming more complicated day by day due to the changing mentality of the tourists and the emerging trends that are occurring throughout the industry.

(a) What are the current and future trends of the tourism industry?   (05 Marks)
(b) "Travelling to Lesser known destinations" is one of the current trends of Tourism. Identify a lesser known destination around your hometown   (03 Marks)
(c) Explain the actions which can be taken to promote the selected destination among tourists   (07 Marks)
(d) What are the barriers identified in promoting selected destination   (05 Marks)

Question 05

Throughout the history people traveled for several reasons. Earlier ages travelling was limited to the rich people who had huge money and leisure time.

(a) What are the different purposes of travelling?   (05 Marks)
(b) "Young English elites of the 17th and 18th centuries often spent two to four years traveling around Europe in an effort to broaden their horizons and learn about language, architecture, geography and culture" what was this tour known as? and briefly explain about the tour.   (10 Marks)
(c) Introduce the first travel company of the world and the services provided by the company   (05 Marks)

Question 06

Tourism, Terrorism and Political Instability: A case study of Fiji -What effects tourists perceptions of the safety of visiting Fiji

Tourism is now one of the biggest industries in the world and has become extremely important to the World's economy. However, despite its size tourism is a very volatile industry. There are a number of factors that can have an influence on peoples travel decisions including the threat of terrorism, civil/world wars, and natural disasters. This paper covers the subject of tourism, terrorism and Political Instability. The case study of Fiji discusses how a country in a politically unstable situation has problems convincing tourists that the destination is safe to visit.

Fiji has become dependent on tourism and tourism has taken over the sugar industry as Fiji's biggest source of employment and Foreign exchange. Fiji have suffered from being politically unstable due to the military coup attacks of 1987,2000 and 2006. In 1987 Military coup leader Colonel Sitiveni Rabuka protested against a multiracial government. The attack

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of 1987 was actually a bloodless event but led to a break down in the confidence of the Fiji government and led to tourist arrivals into the country declining.

The military coups in Fiji have had an impact on the tourism industry mainly due to the negative media that has been globally published on the destination. In the tourism industry the image of a destination is important to making it a desirable place to visit. If there are negative images of a destination in the media it can make tourists question the idyllic image the destination wants to portray. The coup of 2000 was the most published of the coups and led to a worldwide concern on the safety of visiting Fiji. Fiji's main generating regions are Australia and New Zealand and the governments of both Australia and New Zealand were discouraging people from visiting Fiji and trying to restrict the areas that people were able to visit. (Lexow & Edelheim,2006:56). Fiji's government have less control over what the media report then a more developed country. Fiji were unable to defend themselves from being portrayed as an unsafe place to visit. Foreign diplomats in Fiji made attempts to defend Fiji as a tourist destination and claimed that the travel warnings were unnecessary. In a 2007 travel mole publication the secretary at Fiji's prime minister's office claimed that much of the media was inaccurate and the travel warnings were an overreaction. The other problem that Fiji have faced is that the media have only ever talked about the negative aspects and have not mentioned tourists in Fiji that have not been affected by the acts of political violence.

Statistics taken from Fiji Islands Bureau of statistics shows how tourist arrivals did decline at the time of the year 2000 coup and also in 2007 after the 2006 coup. This was at the time that there travel warnings about the safety of visiting Fiji were spreading. The biggest decline was in the year 2000, however tourist arrivals numbers did go up in again in 2001 so this may indicate that people's faith was starting to be restored. Despite the fact that the statistics show tourist arrival numbers declining at the time of the coups, there were tourists that were backing Fiji in a report in Travel Mole 2009. The report found that readers of travel mole recognized the importance of tourism to Fiji's economy and recognized that restrictions into tourism in Fiji would affect the local people. The readers of travel mole also claimed that they felt safe in visiting Fiji and were aware that the attacks were not on the tourists themselves. However, the statistics do suggest that the media and the government have had an effect on the tourism industry in Fiji.

Tourism depends heavily on public perception of a destination being a safe and secure place to visit. Tourists want to know they are going to have a safe and enjoyable experience on their holiday. There is clear suggestion that negative images in the media do effect tourists travel decisions and that politically unstable Countries are unable to defend themselves from this. In the case of Fiji, they were unable to stop the media from exaggerating the extent of that the military coups effect tourist safety. The stronger governments of Australia and New Zealand have overpowered the Fiji government and the travel warnings they gave at the times of the military coups have had an effect on tourist arrivals

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(a)   What are the negative impacts of terrorism to Fiji tourism industry?   (10 Marks)

(b)   The tourism sector of Sri Lanka suffered immensely during nearly three decades of war, violence and disasters. The end of war in May 2009 begins a new chapter in Sri Lanka in general and tourism. What are the significant post war development of Sri Lanka which directly or indirectly affect to Tourism industry? explain the contribution of those projects to tourism and hospitality industry   (10 Marks)

Question 07

The Success of the tourism sector of the world relies on the involvement of the international and national bodies and, all concerned stake holders. In the development of the tourism, all these sectors have to play a vital role together.

(a) Identify international and national bodies involved in tourism and hospitality industry
(06 Marks)

(b)   Explain the role of national and international bodies for the success of the tourism industry in Sri Lanka   (07 Marks)

(c)   What are the advantages and disadvantages of having this type of national and international bodies to the development of tourism industry in a country
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Question 08

As technology is evolving faster than ever before, it has made most travelers around the world much more technology-savvy than in the past.

(a) "Discuss the impact of Technology on the global tourism". Your answer should highlight how the technology has an impact on the travel cycle, challenges faced by tourism businesses with suitable examples.   (15 Marks)

(b)   List down five current issues faced by the tourism and hospitality industry.
(05 Marks)

--------------------END OF THE QUESTION PAPER----------------

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Year 1 Semester I
SEMESTER END EXAMINATION
Introduction to Tourism and Hospitality – THM 11013

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.10   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Tourism has recognized as one of the fast-growing industries in Sri Lanka, the tourism sector is experiencing an impressive growth both in terms of tourist arrivals and in foreign exchange revenues.

(a)	Define the term "Tourism"	(05 Marks)
(b)	Explain 4 A's of Tourism	(05 Marks)
(c)	Explain why tourism matters to Sri Lanka	(10 Marks)

Question 02

Tourism is a collection of Activities, Services and Industries which deliver a travel experience for individuals or groups traveling away from home.

(a)	What are the characteristics of services? Explain with examples from Tourism and Hospitality industry	(05 Marks)
(b)	Identify different tourism and hospitality services	(10 Marks)
(c)	What are the reasons for the growth of services	(05 Marks)

Question 03

Hotel is an establishment which provides accommodations, Food and Beverages and other services.

(a)	What are the different departments of a hotel	(05 Marks)
(b)	Identify the structure of the staff working in each department	(05 Marks)
(c)	Explain the duties and responsibilities of each department	(10 Marks)

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Question 04

Tourism is not anymore, an optional luxury, but rather an essential part of life. The industry is becoming more complicated day by day due to the changing mentality of the tourists and the emerging trends that are occurring throughout the industry.

(a) What are the current and future trends of the tourism industry? (05 Marks)
(b) "Travelling to Lesser known destinations" is one of the current trends of Tourism. Identify a lesser known destination around your hometown (03 Marks)
(c) Explain the actions which can be taken to promote the selected destination among tourists (07 Marks)
(d) What are the barriers identified in promoting selected destination (05 Marks)

Question 05

Throughout the history people traveled for several reasons. Earlier ages travelling was limited to the rich people who had huge money and leisure time.

(a) What are the different purposes of travelling? (05 Marks)
(b) "Young English elites of the 17th and 18th centuries often spent two to four years traveling around Europe in an effort to broaden their horizons and learn about language, architecture, geography and culture" what was this tour known as? and briefly explain about the tour. (10 Marks)
(c) Introduce the first travel company of the world and the services provided by the company (05 Marks)

Question 06

Tourism, Terrorism and Political Instability: A case study of Fiji -What effects tourists perceptions of the safety of visiting Fiji

Tourism is now one of the biggest industries in the world and has become extremely important to the World's economy. However, despite its size tourism is a very volatile industry. There are a number of factors that can have an influence on peoples travel decisions including the threat of terrorism, civil/world wars, and natural disasters. This paper covers the subject of tourism, terrorism and Political Instability. The case study of Fiji discusses how a country in a politically unstable situation has problems convincing tourists that the destination is safe to visit.

Fiji has become dependent on tourism and tourism has taken over the sugar industry as Fiji's biggest source of employment and Foreign exchange. Fiji have suffered from being politically unstable due to the military coup attacks of 1987,2000 and 2006. In 1987 Military coup leader Colonel Sitiveni Rabuka protested against a multiracial government. The attack

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of 1987 was actually a bloodless event but led to a break down in the confidence of the Fiji government and led to tourist arrivals into the country declining.

The military coups in Fiji have had an impact on the tourism industry mainly due to the negative media that has been globally published on the destination. In the tourism industry the image of a destination is important to making it a desirable place to visit. If there are negative images of a destination in the media it can make tourists question the idyllic image the destination wants to portray. The coup of 2000 was the most published of the coups and led to a worldwide concern on the safety of visiting Fiji. Fiji's main generating regions are Australia and New Zealand and the governments of both Australia and New Zealand were discouraging people from visiting Fiji and trying to restrict the areas that people were able to visit. (Lexow & Edelheim,2006:56). Fiji's government have less control over what the media report then a more developed country. Fiji were unable to defend themselves from being portrayed as an unsafe place to visit. Foreign diplomats in Fiji made attempts to defend Fiji as a tourist destination and claimed that the travel warnings were unnecessary. In a 2007 travel mole publication the secretary at Fiji's prime minister's office claimed that much of the media was inaccurate and the travel warnings were an overreaction. The other problem that Fiji have faced is that the media have only ever talked about the negative aspects and have not mentioned tourists in Fiji that have not been affected by the acts of political violence.

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Tourism depends heavily on public perception of a destination being a safe and secure place to visit. Tourists want to know they are going to have a safe and enjoyable experience on their holiday. There is clear suggestion that negative images in the media do effect tourists travel decisions and that politically unstable Countries are unable to defend themselves from this. In the case of Fiji, they were unable to stop the media from exaggerating the extent of that the military coups effect tourist safety. The stronger governments of Australia and New Zealand have overpowered the Fiji government and the travel warnings they gave at the times of the military coups have had an effect on tourist arrivals

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--------------------END OF THE QUESTION PAPER-----------------

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Department of Management and Business Studies
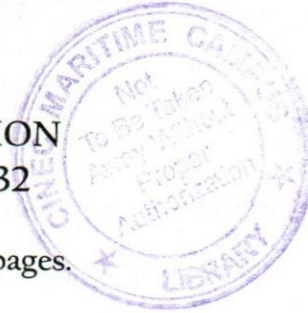
BMgt (Hons.) in Tourism and Hospitality Management

Course CODE: BMgt 556/557

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Year 1 Semester I
SEMESTER END EXAMINATION
Microeconomics – THM 11032

- This paper consists of SEVEN (07) questions on Four (04) pages.
- Answer <u>FOUR (04)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
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- Write legibly.

Date: 2018.08.08   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

(a) Distinguish the difference between Microeconomics and Macroeconomics.

(04 Marks)

(b) Explain the basic economic problems of a society.   (04 Marks)

(c) Briefly explain the factors affecting to supply in tourism.   (04 Marks)

(d) What causes shift in the production possibilities frontier outward.   (04 Marks)

(e) Briefly explain 03 determinants of demand of Tourists destination in the perfectly competitive market.

(04 Marks)

(f) Briefly explain two methods of government intervention in Market Price Controls of food and beverage sector in the Tourism Industry.   (05 Marks)

Question 02:

Students have to consider the opportunity cost of going to university. University graduates usually earn more income than those who have not gone to University. Having more graduates influences a country's production possibility curve. Some economists suggest that students should pay the full cost of their university courses and accommodation. Others say that the government should pay some or all of the cost.

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Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

(a) Describe a possible opportunity cost of a student going to University.

(04 Marks)

(b) Explain why University graduates usually earn more than those who have not gone to University. (05 Marks)

(c) Using a production possibility curve diagram, analyses what effect an increase in the number of graduates will have on an economy. (08 Marks)

(d) Discuss whether graduates should pay the full cost of their University education. (08 Marks)

Question 03:

In 2013, the market price of houses rose in China but fell in Greece. The Chinese Government tried to reduce the rise in house prices by discouraging borrowing. In Greece, the equilibrium price of houses fell, largely because of a decrease in income. In some countries, governments give subsidies to housebuilders to influence the market for houses.

(a) Define "Equilibrium Price". (02 Marks)

(b) Explain the term of "Subsidies to house builders ". (05 Marks)

(c) Using a demand and supply diagram, analyses why a fall in incomes may reduce the market price of houses. (08 Marks)

(d) Discuss whether the subsidies should be given for building of houses.

(10 Marks)

Question 04:

Consider the following Demand and Supply equations of a commodity in the market.

$Q_{dx} = 600 - 5P_x$
$Q_s = 100 + 5P_x$

(a) Find the equilibrium Price and the Quantity. (06 Marks)

(b) Illustrate the demand and supply curves in a diagram with the help of demand and supply schedules. (08 Marks)

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(c) Find the excess demand and excess supply at the price of 20 and 60. (04 Marks)

(d) Find the Consumer Surplus and Producer Surplus   .   (04 Marks)

(e) Find the Dead Weight Loss.   (03 Marks)

Question 05:

Singapore is usually ranked as one of the best countries in which to do business. It is an open economy engaging in free trade. It has a history of strong entrepreneurship, low unemployment, low average costs and relatively low tax rates. Its example may encourage other countries to remove trade restrictions.

(a) Define the Average Costs and Variable Cost of a production firm.   (04 Marks)

(b) Identify four characteristics of an open economy.   (04 Marks)

(c) Define "Sunk Cost" with a suitable example.   (04 Marks)

(d) Briefly explain the term of Economies of Scale with the help of a diagram

                                                                  (06 Marks)

(e) Analyse how the market for a product would be affected by a reduction of the tax on the product combined with a fall in the price of a complement.   (07 Marks)

Question 06:

(a) Identify the factors affecting to price elasticity of demand   (04 Marks)

(b) Briefly explain the term of "Inferior goods" and "Luxurious goods".   (06 Marks)

(c) Briefly explain the term of Cross price elasticity of Demand and interpret the

   results of the sign of the co-efficient.   (06 Marks)

(d)Assume, If the price of petrol increased from Rs:130 to Rs:140 and demand fell from 10,000 units to 9,900. Calculate the PED of the above commodity.   (04 Marks)

(e) Assume your income is increased from Rs: 20,000 to Rs:25,000 and the demand for transportation is increased from 30 to 50 (Number of trips). Calculate the income elasticity of demand (YED) and interpret the results.   (05 Marks)

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(a) Identify the characteristics of a Perfectly Competitive Market.   (04 Marks)

(b) Explain the "Normal Profits" in the perfectly competitive market with

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(c) Briefly explain the Marginal Productivity Theory.   (04 Marks)

(d) Explain the Law of Diminishing Returns.   (04 Marks)

(e) Copy the following table and fill the blanks. Illustrate the Marginal Cost and Marginal

   Revenue curves in a diagram and find the Break Even Point.   (07 Marks)

Output (number of units produced)	Total Cost	Average Total Cost	Marginal Cost	Total Revenue	Marginal Revenue
0	0	0	0	0	0
1	14	14		9	9
2	22			16	
3	30	10	8	21	
4	40			24	3
5		11	15	25	

--------------------END OF THE QUESTION PAPER------------------

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Course CODE: BMgt 556/557

Year 1 Semester I
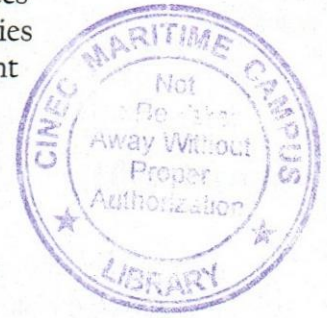## SEMESTER END EXAMINATION
Microeconomics – THM 11032

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-------------------END OF THE QUESTION PAPER------------------

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Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
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Course CODE: BMgt 556/557

Year 1 Semester I
SEMESTER END EXAMINATION
Management process and practice – THM 11023

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- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
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Date: 2018.08.06   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Amal Senarathne was the owner and manager of a small business. For the first 25 years that the restaurant was open, Amal did not take a vacation. The restaurant was open 24 hours a day, seven days a week from 1955 to 1988. Amal managed the day-to-day operations and worked an average of 18 hours per day. The receipts averaged Rs. 5,000,000 a year.

Over the years restaurant has come to be regarded as the quintessential Sri Lankan restaurant.

As the manager, Amal supervised the entire organization, including all financial, employee, and customer issues. He cooked on the grill, worked behind the counter, managed the wait staff, ordered the food, and maintained the equipment. Amal's was known "for good service and a caring, personal touch." Amal knew his customers well enough to adjust their portions. "I used to ask the waitresses, 'Who's this for?'" reveals Vimal (Amal's Business partner) "If you ate and finished your dinner, you'd get more the next time. If you didn't eat it all, 1 would cut you back. I hate to waste food," he adds.

Amal served the community. If someone was hungry with no money, Amal would give them a free meal. He gave widows special prices. Amal remembers, "As long as they came in the diner and ate, that was the main thing for me. If they didn't come in, then I had to go and find out why they weren't in that day."

Amal sold his restaurant to three local restaurateurs. They've made changes to the diner's interior, while modernizing it. Unfortunately, many of the customers have left, and the new owners are losing money. Amal says, "I'd just like to see these three guys finish what I started. I think I had the best business in town," he continues. "You treat people right and they're going to treat you right."

(Note: This case was adopted from Management by Stephen P. Robbins and Mary Coulter)

(a)   Explain how you identify Amal as the manager in his business?   (06 Marks)

(b)   Which management functions did Amal perform? Cite examples to support your answer.   (14 Marks)

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Question 02

(a) What are the four basic principles of Taylor's philosophy?   (04 Marks)
(b) Name two Management Pioneers and briefly describe their contribution.

                                                                                                          (06 Marks)
(c) Briefly explain Five Principles of Management from Fayol's 14 Principles of
       Management.   (10 Marks)

Question 03

(a) Define the term "External Environment" in Business Organisation.   (03 Marks)
(b) Identify the five components of General Environment.   (05 Marks)
(c) Briefly explain three from above with examples.   (12 Marks)

Question 04

(a) Define the term of "Planning" in Management.   (02 Marks)
(b) Briefly explain the purpose of setting goals.   (06 Marks)
(c) Create a "Vision", "Mission", "Goal" and "Two Objectives" for an organization that
       you are going to start.   (12 Marks)

Question 5

(a) Define the term "Organizing".   (02 Marks)
(b) Briefly explain four key elements of Organisatinal Structure.   (08 Marks)
(c) Briefly explain two basic forms of Organisational designs.   (10 Marks)

Question 6

(a) Define the term "Leader".   (02 Marks)
(b) Briefly explain the Michigan Studies of Leadership Behavior.   (06 Marks)
(c) "Power is an ability to affect or influence the behavior of others". Briefly explain.
                                                                                                          (12 Marks)

Question 7

(a) Identify the main purpose of control in Management process.   (04 Marks)
(b) Identify the four steps of controlling process.   (04 Marks)
(c) Identify the four main areas of controlling and briefly explain each.   (12 Marks)

Question 8

(a) Define the term "Motivation".   (02 Marks)
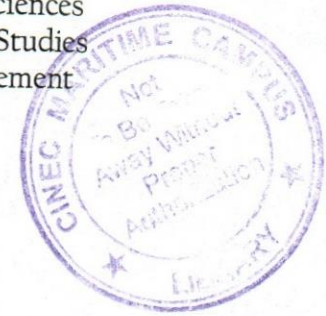(b) Differentiate "Content Perspective" and "Process Perspective" of Motivation.

                                                                                                          (06 Marks)
(c) Briefly explain Maslow's Hierarchy of Needs.   (12 Marks)

--------------------END OF THE QUESTION PAPER-----------------

Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

L I BR

Year 1 Semester I
SEMESTER END EXAMINATION
Management process and practice – THM 11023

- This paper consists of EIGHT (08) questions on Two (02) pages.
- Answer <u>FIVE</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.06   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Amal Senarathne was the owner and manager of a small business. For the first 25 years that the restaurant was open, Amal did not take a vacation. The restaurant was open 24 hours a day, seven days a week from 1955 to 1988. Amal managed the day-to-day operations and worked an average of 18 hours per day. The receipts averaged Rs. 5,000,000 a year.

Over the years restaurant has come to be regarded as the quintessential Sri Lankan restaurant.

As the manager, Amal supervised the entire organization, including all financial, employee, and customer issues. He cooked on the grill, worked behind the counter, managed the wait staff, ordered the food, and maintained the equipment. Amal's was known "for good service and a caring, personal touch." Amal knew his customers well enough to adjust their portions. "I used to ask the waitresses, 'Who's this for?'" reveals Vimal (Amal's Business partner) "If you ate and finished your dinner, you'd get more the next time. If you didn't eat it all, 1 would cut you back. I hate to waste food," he adds.

Amal served the community. If someone was hungry with no money, Amal would give them a free meal. He gave widows special prices. Amal remembers, "As long as they came in the diner and ate, that was the main thing for me. If they didn't come in, then I had to go and find out why they weren't in that day."

Amal sold his restaurant to three local restaurateurs. They've made changes to the diner's interior, while modernizing it. Unfortunately, many of the customers have left, and the new owners are losing money. Amal says, "I'd just like to see these three guys finish what I started. I think I had the best business in town," he continues. "You treat people right and they're going to treat you right."

(Note: This case was adopted from Management by Stephen P. Robbins and Mary Coulter)

(a)   Explain how you identify Amal as the manager in his business?   (06 Marks)

(b)   Which management functions did Amal perform? Cite examples to support your answer.   (14 Marks)

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Question 02

(a)   What are the four basic principles of Taylor's philosophy?   (04 Marks)
(b)   Name two Management Pioneers and briefly describe their contribution.

(06 Marks)
(c)   Briefly explain Five Principles of Management from Fayol's 14 Principles of
Management.   (10 Marks)

Question 03

(a)   Define the term "External Environment" in Business Organisation.   (03 Marks)
(b)   Identify the five components of General Environment.   (05 Marks)
(c)   Briefly explain three from above with examples.   (12 Marks)

Question 04

(a)   Define the term of "Planning" in Management.   (02 Marks)
(b)   Briefly explain the purpose of setting goals.   (06 Marks)
(c)   Create a "Vision", "Mission", "Goal" and "Two Objectives" for an organization that
you are going to start.   (12 Marks)

Question 5

(a)   Define the term "Organizing".   (02 Marks)
(b)   Briefly explain four key elements of Organisatinal Structure.   (08 Marks)
(c)   Briefly explain two basic forms of Organisational designs.   (10 Marks)

Question 6

(a)   Define the term "Leader".   (02 Marks)
(b)   Briefly explain the Michigan Studies of Leadership Behavior.   (06 Marks)
(c)   "Power is an ability to affect or influence the behavior of others". Briefly explain.

(12 Marks)

Question 7

(a)   Identify the main purpose of control in Management process.   (04 Marks)
(b)   Identify the four steps of controlling process.   (04 Marks)
(c)   Identify the four main areas of controlling and briefly explain each. (12 Marks)

Question 8

(a)   Define the term "Motivation".   (02 Marks)
(b)   Differentiate "Content Perspective" and "Process Perspective" of Motivation.

(06 Marks)
(c)   Briefly explain Maslow's Hierarchy of Needs.   (12 Marks)

--------------------END OF THE QUESTION PAPER----------------

Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Year 1 Semester I
SEMESTER END EXAMINATION
IT for Tourism – THM 11052

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.03   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

Discuss how Information Technology have made operations in Tourism, Marketing, Logistics and Education sectors more efficient and effective.   (25 Marks)

Question 02

(a)	Explain what an Operating System is.	(05Marks)
(b)	Discuss the difference between CUI and GUI interfaces.	(06 Marks)
(c)	Explain what File Compression means.	(05 Marks)
(d)	Give two examples of file compression software.	(04 Marks)
(e)	Identify 5 symptoms that indicates your computer might be infected with malicious software.	(05 Marks)

Question 03:

Write the HTML code to generate a Web Page in the format given below.   (25 Marks)

Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Welcome To SL Tour Guides

HELPING PEOPLE PLAN TRIPS TO SRI LANKA

Let us help you plan your trip to the tropical paradise of Sri Lanka!

Local Information

CITY	Major Attractions	Distance from Colombo
Colombo	Galle Face Green World Trade Center National Museum	-
Kandy	Temple of the Tooth Relic Kandy Lake Botantic Gardens at Peradeniya	115 Km
Nuwara Eliya	Victoria Park Horton Plains Gregory Park	171 Km
Anuradhapura	Jaya Sri Maha Bodhi Ruwanwelisaya Mihintale Museum	200 Km

Our Branches

- Marine Drive
- Baththaramulla
- Rajagiriya

Promotions Contact us

Consider the following while writing the HTML code:

Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

1 4

(a) Title of the page should be SL Tour Guides
(b) Picture used in the page is the file "Sri_Lanka.jpg" and it is located in the folder where the webpage is also saved.
(c) Use an unordered list to list down the branches.
(d) The two links shown at the bottom of the page, "Promotions" and "Contact us" should be linked to "Promotions.html" and "Contact_Us.html" pages.
(e) Assume these two pages are also located in the folder where "Travel Guide.htm" page is saved.
(f) "Promotions" and "Contact us" links should open "Promotions.html" and "Contact_Us.html" pages on a new tab when clicked.

Question 04

(a) Define the terms "Data" and "Information" with examples.   (06 Marks)
(b) Explain the term "Data Processing".   (04 Marks)
(c) Identify which data types would be suitable for storing following information in MS Access databases.   (05 Marks)
   (i)   Price of an item for sale
   (ii)   Date and time of a client meeting
   (iii)   An email address
   (iv)   A student registration number
   (v)   First name of an employee
(d) Explain the use of reports in MS Access Database.   (05 Marks)
(e) Explain what is a Primary key in database table.   (05 Marks)

Question 5

(a) Explain what an ISP is. Name three ISPs available in Sri Lanka   (05 Marks)
(b) Explain what is email, parts of an email address and the uses of email.

                                                                                (08 Marks)
(c) Explain the use of To, Cc and Bcc fields in email.   (06 Marks)
(d) Explain what a Web Browser is and give four examples of web browsers.

                                                                                (06 Marks)

Question 6

Write the answers by referring following paragraph.

The term computer hw refers to the physical components of a computer, namely Keyboard, Monitor, Mouse, and Printer, including the digital circuitry. **Computer hw** is an integral part embedded in all modern-day automobiles, microwave ovens, electrocardiograph machines, compact disc players, and other devices. The hw of a computer is not changed frequently, in contrast with software

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BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

and data. The present computers are much advanced in terms of processing speed and have an efficient memory structure. The present lesson aims at providing an insight into the various hw concepts of a Computer System.

(a) Which word feature can instantly substitute every occurrence of word "hw" in this document with "hardware"? (03 Marks)

(b) Write down the steps to perform following tasks in MS Word.
  (i)   To display the letter T as in the beginning of the paragraph. (02 Marks)
  (ii)   To search a specific word or word phrase in the document. (02 Marks)
  (iii) To insert automatically update date to the footer. (02 Marks)
  (iv)   To save the document as a web page. (02 Marks)
  (v)   To get a hard copy of the document. (02 Marks)

(c) The word formatting of the words "computer hw" in the second line needs to be copied on certain other words in the paragraph. Name the feature to be used for achieving the same. (03 Marks)

(d) To simplify editing selected words, suggest the mouse shortcut for selecting a complete word. (03 Marks)

(e) Write down the steps required to add a table with two rows and two columns to a word document. (06 Marks)

Question 7

A sales person's total sales for each quarter are detailed in columns labelled Q1, Q2, Q3 and Q4 and the Total column represents the sum of the sales for the four quarters. The company pays a bonus of $300 to each sales person who grossed more than $2,800 in sales and only $50 to all sales people who grossed less than $2,800.

C15			f_x					
	A	B	C	D	E	F	G	H
1	Total Sales by Quarter							
2	Sales Person	Q1	Q2	Q3	Q4	Total	Bonus	
3	Jane	$ 980.00	$ 260.00	$ 480.00	$ 102.00	$1,822.00		
4	Sanjeev	$1,052.00	$ 852.00	$1,023.00	$1,001.00			
5	Asela	$ 260.00	$ 120.00	$ 560.00	$ 362.00			
6	Rajesh	$ 968.00	$ 369.00	$ 980.00	$1,423.00			
7	Kumara	$ 123.00	$ 258.00	$ 852.00	$1,059.00			
8	Sameera	$ 369.00	$ 855.00	$ 978.00	$ 230.00			
9	Nuwan	$ 152.00	$ 398.00	$ 982.00	$1,358.00			
10	Amila	$ 982.00	$ 986.00	$ 987.00	$ 896.00			
11	Rita	$ 258.00	$1,274.00	$ 25.00	$ -			
12								
13								

(a) Write down formulas to calculate following.

Colombo International Nautical and Engineering College
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1 4

(i)	Total of the amounts into cell F3.	(03 Marks)
(ii)	Maximum sales amount of Q1 to cell B12.	(03 Marks)
(iii)	Calculate grand total in cell F12.	(03 Marks)
(iv)	To show the total number of sales persons in cell A12	(03 Marks)

(b) Write down the function to find out the bonus amount received by each sales person in cell G3 according to the criteria given in above scenario. (05 Marks)

(c) List down THREE (03) key uses of MS Excel in a work place. (03 Marks)

(d) Differentiate between absolute cell reference and relative cell reference.

(05 Marks)

--------------------END OF THE QUESTION PAPER-----------------

Library

Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

01

Year 1 Semester I
SEMESTER END EXAMINATION
IT for Tourism – THM 11052

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.03   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

Discuss how Information Technology have made operations in Tourism, Marketing, Logistics and Education sectors more efficient and effective.   (25 Marks)

Question 02

(a) Explain what an Operating System is.   (05Marks)
(b) Discuss the difference between CUI and GUI interfaces.   (06 Marks)
(c) Explain what File Compression means.   (05 Marks)
(d) Give two examples of file compression software.   (04 Marks)
(e) Identify 5 symptoms that indicates your computer might be infected with malicious software.   (05 Marks)

Question 03:

Write the HTML code to generate a Web Page in the format given below.   (25 Marks)

Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Consider the following while writing the HTML code:

Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

(a) Title of the page should be SL Tour Guides
(b) Picture used in the page is the file "Sri_Lanka.jpg" and it is located in the folder where the webpage is also saved.
(c) Use an unordered list to list down the branches.
(d) The two links shown at the bottom of the page, "Promotions" and "Contact us" should be linked to "Promotions.html" and "Contact_Us.html" pages.
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Question 04

(a) Define the terms "Data" and "Information" with examples.   (06 Marks)
(b) Explain the term "Data Processing".   (04 Marks)
(c) Identify which data types would be suitable for storing following information in MS Access databases.   (05 Marks)
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    (v)   First name of an employee
(d) Explain the use of reports in MS Access Database.   (05 Marks)
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Question 5

(a) Explain what an ISP is. Name three ISPs available in Sri Lanka   (05 Marks)
(b) Explain what is email, parts of an email address and the uses of email.

    (08 Marks)
(c) Explain the use of To, Cc and Bcc fields in email.   (06 Marks)
(d) Explain what a Web Browser is and give four examples of web browsers.

    (06 Marks)

Question 6

Write the answers by referring following paragraph.

The term computer hw refers to the physical components of a computer, namely Keyboard, Monitor, Mouse, and Printer, including the digital circuitry. **Computer hw** is an integral part embedded in all modern-day automobiles, microwave ovens, electrocardiograph machines, compact disc players, and other devices. The hw of a computer is not changed frequently, in contrast with software

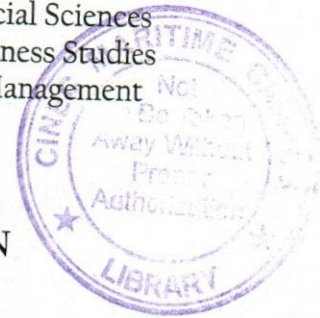Colombo International Nautical and Engineering College
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C15 f_x

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(a) Write down formulas to calculate following.

Colombo International Nautical and Engineering College
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(i)	Total of the amounts into cell F3.	(03 Marks)
(ii)	Maximum sales amount of Q1 to cell B12.	(03 Marks)
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--------------------END OF THE QUESTION PAPER----------------

Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Tourism and Hospitality Management

Course CODE: BMgt 556/557

Year 1 Semester I
SEMESTER END EXAMINATION
IT for Tourism – THM 11052

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
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Date: 2018.08.03   Pass mark: 40%   Time: 02 Hours

Question 01: (Compulsory)

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Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

SL Tour Guides   ×   +

file:///C:/Users/Public/Travel Guide.htm

Most Visited

Welcome To SL Tour Guides

HELPING PEOPLE PLAN TRIPS TO SRI LANKA

Let us help you plan your trip to the tropical paradise of Sri Lanka!

Local Information

CITY	Major Attractions	Distance from Colombo
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Our Branches

- Marine Drive
- Baththaramulla
- Rajagiriya

Promotions Contact us

Consider the following while writing the HTML code:

Colombo International Nautical and Engineering College
CINEC Campus
Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556/557

()1

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(b) Explain the term "Data Processing".   (04 Marks)

(c) Identify which data types would be suitable for storing following information in MS Access databases.   (05 Marks)
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C15   fx

	A	B	C	D	E	F	G	H
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13								

(a) Write down formulas to calculate following.
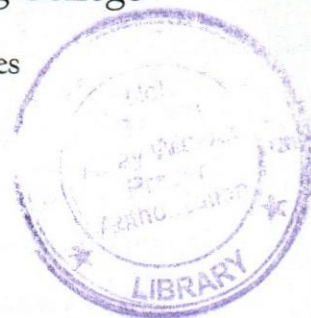
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01

(i)   Total of the amounts into cell F3.   (03 Marks)

(ii)   Maximum sales amount of Q1 to cell B12.   (03 Marks)

(iii)   Calculate grand total in cell F12.   (03 Marks)

(iv)   To show the total number of sales persons in cell A12   (03 Marks)

(b) Write down the function to find out the bonus amount received by each sales person in cell G3 according to the criteria given in above scenario.   (05 Marks)

(c) List down THREE (03) key uses of MS Excel in a work place.   (03 Marks)

(d) Differentiate between absolute cell reference and relative cell reference.

       (05 Marks)

-------------------END OF THE QUESTION PAPER-----------------

Library

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Course CODE: COM556/COM557

Year 1 Semester I
SEMESTER END EXAMINATION
Business Mathematics I – BSCM1203

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer <u>FOUR</u> questions including question 01.
- Calculators are NOT allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.01   Pass mark: 40%   Time: 02 Hours

Question 01 (Compulsory)

(a) Solve below quadratic equations using the quadratic formula

   (i) $X^2 - X - 2 = 0$

   (ii) $3X^2 - 7X + 2 = 0$ (2*2 Marks)

(b) Solve $X - Y = 4$ and $2X^2 + XY + Y^2 = 8$ (03 Marks)

(c) Factorise $3x^2 - 3$ completely. Hence simplify $\dfrac{x^2 - 5x + 4}{3x^2 - 3}$ (03 Marks)

(d) Find second order and third order derivatives of following functions.

                                                        (2*2 Marks)

   (i) $Y = x^4 - 5x^3 + 2x^2 - 8$

   (ii) $Y = -2x^6 - 10x^5 + 2x^4 - x^2$

(e) Integrate following functions   (3*2 Marks)

   (i) $\int_0^2 (X + 9) * e^x \, dx$

   (ii) $\int \ln x \, dx$

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(f) Find the coordinates of the points on the curve $Y = 2x^3 + 3x^2 - 12x + 6$ at which Y has a turning point. For each turning point, identify whether the minimum or maximum. (05 Marks)

Question 02

(a) Evaluate followings

    (i) $(125)^{\frac{-2}{3}}$ (02 Marks)

    (ii) $\left((15\frac{5}{8})^{\frac{3}{2}}\right)$ (02 Marks)

    (iii) $(243)^{\frac{3}{5}}$ (02 Marks)

(b) Simplify followings

    (i) $(2X^3 - 6x - 3)(5X^4 + 2X^2)$ (03 Marks)

    (ii) $(4X^6 - 2X + 1) + (3X^3 + 7X - 4) - (-3X^6 - 2X + 7)$ (03 Marks)

(c) Divide $2X^4 - 9X^3 + 13X^2 - 17X + 15$ by $(X-3)$ (04 Marks)

(d) Factorise Completely

    (i) $28X^2 - 19X - 20$ (03 Marks)

    (ii) $6X^2 - X - 2$ (03 Marks)

(e) Solve the simultaneous equations given below (03 Marks)

    $X + Y = 1$

    $16X^2 + Y^2 = 65$

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Question 03

Sketch the curve $y = x^2 - 6x + 19$. Use the range $[-1,7]$. (10 Marks)

On the same graph sheet, sketch the curve $y = -X^2 + 2X$ (10 Marks)

On your sketch give the coordinates of the turning point (02 Mark)

Give the coordinates of the points where the curve meets the coordinate axes.

(03 Marks)

Question 04

Differentiate Followings
  (a) $Y = x^2 + 5x + 9$ (02 Marks)

  (b) $Y = e^{(-x+4)}$ (02 Marks)

  (c) $Y = \sqrt{2x}$ (02 Marks)

  (d) $Y = -4 X^4 (-2X^3 + 9)$ (03 Marks)

  (e) $Y = (x^2 + 1)(x^3 + 5)$ (04 Marks)

  (f) $Y = \dfrac{(3x+5)}{(2x^2+3)}$ (04 Marks)

  (g) Using derivative knowledge, find the coordinates of the stationary points on the curve with equation $y = X^3 - 3X + 2$. Sketch the curve, showing the stationary points and the coordinates of the points at which the curve meets the axes.

(08 Marks)

Question 05

  (a) Given $Y = 5 X^6 (3X^2 - 7X)$
      (i) Find the derivative directly using Multiplication rule.

(03 Marks)
      (ii) Simplify the original function by multiplication and then find the derivative. (03 Marks)
      (iii) Compare the derivatives in 'Part a' and 'b' (01 Marks)

  (b) For each of the following functions find the second – order derivative and third – order derivative. Evaluate them at $X = 2$

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(i) $Y = -5X^5 + 5X^2 + 12X - 5$ (03 Marks)

(ii) $Y = X^6 + 3X^4 + X$ (03 Marks)

(c) Find the derivative,

$$y = \frac{3x(2x - e^x)}{(3x - 2)}.$$ (04 Marks)

(d) Given $C = 2500 + 0.8 Y_d$, where $Y_d = Y - T$ and $T = 350 + 0.3 Y$.

Determine Y_d in terms of 'Y' ONLY

Determine C in terms of 'Y' ONLY

Use the derivative to find the Marginal Propensity to Consume (MPC),

$$MPC = \frac{dC}{dY}$$

       (08 Marks)

Question 06

(a) Determine the following indefinite integrals.

    (i) $\int X^{-3/2} \, dx$ (02 Marks)

    (ii) $\int \sqrt{x} \, dx$ (02 Marks)

    (iii) $\int (2 X^5 - 3 X5 + X^{-1}) \, dx$ (02 Marks)

    (iv) $\int e^{-2.5x} \, dx$ (02 Marks)

(b) Determine following integrals using "Integration By Parts"

    (i) $Y = \int x * e^x \, dx$ (04 Marks)

    (ii) Using the answer in part (i) above, evaluate $\int x^2 * e^x \, dx$

       (04 Marks)

    (iii) $\int \ln x * x^2 \, dx$ (04 Marks)

    (iv) $\int \frac{2x}{e^{2x}} \, dx$ (05 Marks)

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Question 07

(a) Evaluate following

$$\text{(i)} \qquad \int_0^{10} 2e^{-2x}\ dx \qquad\qquad \text{(04 Marks)}$$

$$\text{(ii)} \qquad \int_0^{3} 8X(2X^2+3)\ dx \qquad\qquad \text{(04 Marks)}$$

$$\text{(iii)} \qquad \int_2^{5} X^2(X^3-7)\,dx \qquad\qquad \text{(04 Marks)}$$

$$\text{(iv)} \qquad \int_0^{1} x * e^{2x+1}\,dx \qquad\qquad \text{(05 Marks)}$$

(b) Given the rate of net investment is $I = 9t^{\frac{1}{2}}$. Find the capital formation K   in,

(i) 8 years (04 Marks)

(ii) for the fifth through the eight year (interval [4,8])

{Hint: $K = \int_a^{b} I\ dt$ } (04 Marks)

----------END OF THE QUESTION PAPER----------

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Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
B.Mgt. (Hons) in Tourism and Hospitality Management
Course CODE: COM556/COM557

Year 1 Semester I
SEMESTER END EXAMINATION
Business Mathematics I – BSCM1203

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
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Question 01 (Compulsory)

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(d) Find second order and third order derivatives of following functions.

                                            (2*2 Marks)

    (i) $Y = x^4 - 5x^3 + 2x^2 - 8$

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(f) Find the coordinates of the points on the curve $Y = 2x^3 + 3x^2 - 12x + 6$ at which

Y has a turning point. For each turning point, identify whether the minimum or

maximum.   (05 Marks)

Question 02

(a) Evaluate followings

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    (i) $(2X^3 - 6x - 3)(5X^4 + 2X^2)$ (03 Marks)

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On the same graph sheet, sketch the curve y = -X² + 2X   (10 Marks)

On your sketch give the coordinates of the turning point   (02 Mark)

Give the coordinates of the points where the curve meets the coordinate axes.

(03 Marks)

Question 04

Differentiate Followings
   (a) $Y = x^2 + 5x + 9$ (02 Marks)

   (b) $Y = e^{(-x+4)}$ (02 Marks)

   (c) $Y = \sqrt{2x}$ (02 Marks)

   (d) Y = -4 X⁴ (- 2X³+9)   (03 Marks)

   (e) Y = (x² + 1)(x³+5)   (04 Marks)

   (f) $Y = \dfrac{(3x+5)}{(2x^2+3)}$ (04 Marks)

   (g) Using derivative knowledge, find the coordinates of the stationary points on the curve with equation y = X³ – 3X +2. Sketch the curve, showing the stationary points and the coordinates of the points at which the curve meets the axes.

(08 Marks)

Question 05

   (a) Given Y = 5 X⁶ (3X² – 7X)
       (i) Find the derivative directly using Multiplication rule.

(03 Marks)
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(c) Find the derivative,

$$y = \frac{3x(2x - e^x)}{(3x - 2)}$$ (04 Marks)

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Determine Y_d in terms of 'Y' ONLY

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Use the derivative to find the Marginal Propensity to Consume (MPC),

$$MPC = \frac{dC}{dY}$$

       (08 Marks)

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(a) Determine the following indefinite integrals.

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(b) Determine following integrals using "Integration By Parts"

(i) $Y = \int x * e^x \, dx$ (04 Marks)

(ii) Using the answer in part (i) above, evaluate $\int x^2 * e^x \, dx$

       (04 Marks)

(iii) $\int \ln x * x^2 \, dx$ (04 Marks)

(iv) $\int \frac{2x}{e^{2x}} \, dx$ (05 Marks)

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Question 07

(a) Evaluate following

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(ii) $\int_0^3 8X(2X^2 + 3) \, dx$ (04 Marks)

(iii) $\int_2^5 X^2(X^3 - 7) \, dx$ (04 Marks)

(iv) $\int_0^1 x * e^{2x+1} dx$ (05 Marks)

(b) Given the rate of net investment is $I = 9t^{\frac{1}{2}}$. Find the capital formation K   in,

(i) 8 years (04 Marks)

(ii) for the fifth through the eight year (interval [4,8])

{Hint: $K = \int_a^b I \, dt$ } (04 Marks)

----------END OF THE QUESTION PAPER----------

Colombo International Nautical and Engineering College
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Faculty of Management, Humanities and Social Sciences
Department of Management and Business Studies
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Course CODE: BMgt 556/557

Year 1 Semester I
SEMESTER END EXAMINATION
Business English – THM 11063

- This paper consists of FIVE questions on SIX (06) pages.
- Answer <u>ALL</u> Questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.07.30   Pass mark: 40%   Time: 03 Hours

Question 01

Read the following article about the ways in which the climate affects business and answer the given questions.

Firms that rise or fall with the temperature

How do seasonal changes in the climate affect the UK's economy? In its recent research to find out what improves a company's performance, Chapman Stack, a firm of retail analysts, looked at the way in which climate has influenced consumer behavior over the past year.

When Julia Hinton, from the ice cream chain Kinsberry's was asked about sales of her company's products, she said, 'I would like to see a steady turnover throughout the year. However, our business depends on the weather. If it rains, the customers stay at home so even the summer, we can have disappointing results. Fortunately, in the second week of July, our busiest period last year, the customers were queuing in the street.

Damian Arthur, speaking for the department store Nellys, said that the company reported a 12% decline in sales last winter. 'A continued fall could lead to a loss of millions of pounds', he said. 'However I am pleased to say that despite the unusually cold weather last year, our annual earnings soon increased again. People did put off making big purchases, but they fortunately didn't stay away from the store for long.'

Mark Mackay, who represents the small Scottish retailing group P. Cummins Ltd. was asked about business conditions in the summer months. Mackay denied that the good weather was a factor in increased sales. He claimed that any rise resulted from overseas tourists deciding to extend their stay, which they could do for a number of reasons. He added that there had been an overall trend for small businesses to attract more customers.

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Chapman Stack carried out research into the construction sector as well as into retail companies. The construction firm Aquilla Weeta saw some improvement in its annual results, even though conditions for building were not always perfect. While the mild spring weather was great for business, the heat last August caused their employees to slow down.

Wilfred Wharf from Chapman Stack was asked for his views on the overall effects of the climate on business. He said that in certain markets, favourable weather conditions could lead to huge growth. Companies which were usually happy with 5 – 10 % increase might see rises in profit over 50%. But while some companies made significant amounts, in the majority of cases the weather made a little difference. He said that in general, as always in business, success goes to companies that take advantage of every positive development.

(a)   What was the objective of carrying out the research by the firm Chapman Stack?
(02 Marks)

(b)   Why doesn't the ice cream chain Kinsberry's have a steady turnover?
(02 Marks)

(c)   How could the department store Nelly's avoid bankruptcy?
(02 Marks)

(d)   According to Mark Mackay, why did his company's sales increase last year.
(02 Marks)

(e)   Compare the weather condition views expressed by the construction company Acquilla Weeta and Julia Hinton.   (02 Marks)

(f)   Explain the meaning of the following five words as used in the text:
performance, a firm, turnover, decline, favourable   (05 Marks)

(g)   Write a summary of the above article using less than 50 words. Do not exceed the word limit.   (05 Marks)

Question 02

(a)   What is a memo?   (02 Marks)

(b)   Read the following memo and answer the questions given.

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Memo

From : The Manager / Administration

To : All the employees

Cc. : CEO

Subject : Renovation of the vehicle park

Date : 16th July 2018

This is to inform you that the Management has decided to renovate the vehicle park from 20th to 25th July 2018. An alternative arrangement has been made in MC car park. Please follow the following instructions.

- Vehicle owners should obtain a note from administration department to park free of charge.
- Please hand over the completed note to the security officer at MC park.

The management regrets any inconvenience caused.

i.   What is this memo about?   (02 Marks)
....

ii.   What does Cc. mean?   (02 Marks)

....
iii. What does the alternative arrangement?   (02 Marks)

....
iv.   Add another appropriate instruction to the above memo.   (02 Marks)

....

(c) You have just received the message that a new client, Adriel Solomon is arriving at your office the day after tomorrow in the afternoon at 2.30 p.m.

Write a memo to your secretary, Anne Peterz
- o Tell her about Mr. Adriel Solomon
- o Explain why you might be late
- o Tell Anne what to do with Mr. Adriel until you arrive

Use about 30-40 words and your answer sheet.   (10 Marks)

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Question 03

(a) Shorten the following sentences using infinitive phrases. Look at the example

(05 Marks)

Example : I was glad when I heard of your success.
I was glad to hear of your success.

i. It seems that it is impossible.

....

ii. He hopes that he will know by tomorrow.

....

iii. He didn't expect that he would pass the exam.

....

iv. She was sad when she heard the bad news.

....

v. The last person who criticized me like that was in hospital for two months.

....

(b) Fil in the blanks with the most suitable coordinating conjunctions.   (05 Marks)

i. We thought that the figures were correct. ...., we have now discovered some errors.

ii. The horizontal axis shows the sales .... the vertical line indicate the companies.

iii. The program will be postponed .... the bad weather continues.

iv. I was unable to attend lectures last Friday .... I was sick.

v. You won't succeed in your future endeavors .... you work hard now.

(c) Write sentences to bring out the meaning of FIVE of the following words.

(10 Marks)

team work / sound knowledge / commensurate / flexible / self-motivated / wages / fringe benefits

i. ....

ii. ....

iii. ....

iv. ....

v. ....

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Question 04

(a)   You need to market yourself to a prospective employer sending an effective and attractive CV.

    (i)   What is a curriculum vitae?   (02 Marks)
    (ii)   List five important subheadings you would use to describe yourself in a curriculum vitae?   (05 Marks)
    (iii)   Why do we write referees in a CV?   (03 Marks)

(b)   Read this part of a letter below from Harry Silva, the Marketing Director of an accounting software company.

You expressed your interest in our accounting software passages at the recent ICT Innovations Exhibition held at BMICH Colombo. We believe you may also be interested in our latest products:
- **Accurate Accounting Routiner™** makes your book keeping easy
- **Data Store™** is a user-friendly database

We would be glad to demonstrate our software products either in your work place or at our own premises.

Write a letter to Mr. Harry Silva:
- request a product demonstration at your workplace
- tell him you are interested in one of the products
- inquire the prices
- suggest two possible dates

Use about 60-80 words.   (10 Marks)

Question 05

(a)   What is a report?   (02 Marks)

(b)   Mention two types of reports and briefly explain them.   (04 Marks)

(c)   Explain briefly the following four terms widely used in reports.
    objective/ acknowledgements/ appendices / references   (04 Marks)

(d)   Study the following issue and write a short report according to the format and guidelines given to find out the reasons for bankruptcy.   (10 Marks)

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A leading entrepreneur, VEGEFRESH was operating a 25 vegetable and fruit outlets, 10 in main cities and 15 in suburbs. After five years, he faced a financial crisis.

Study the following details of the business and suggest 12 ways, the entrepreneur could have avoided bankruptcy.

- Initial plan: Selling vegetables and fruits at 100 sales outlets.
- Implemented: Started 25 outlets employing 4 sales assistants and a sales manager at each sales outlet.

Capital:

Mortgaged a two storey-house, fifty-acre land and obtained 150 million loan. Leased five lorries to transport vegetables and fruits from farmers to sales outlets.

Monthly turnover: 10.5 m/ Rent for sales outlets: 0.6 m/ Monthly payments for suppliers: 7.5 m/ Monthly bank interest and leasing: 2.5 m Informal sources: the entrepreneur had borrowed 2 m from money lenders at a monthly interest of 12%

Write the report using the following format

i.   Title :
ii.   Introduction :
iii.   Body : two paragraphs
iv.   Conclusions
v.   Recommendations

--------------------END OF THE QUESTION PAPER----------------

Colombo International Nautical and Engineering College

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Year 1 Semester I
SEMESTER END EXAMINATION
Business English – THM 11063

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(02 Marks)

(b)   Why doesn't the ice cream chain Kinsberry's have a steady turnover?
(02 Marks)

(c)   How could the department store Nelly's avoid bankruptcy?
(02 Marks)

(d)   According to Mark Mackay, why did his company's sales increase last year.
(02 Marks)

(e)   Compare the weather condition views expressed by the construction company Acquilla Weeta and Julia Hinton.   (02 Marks)

(f)   Explain the meaning of the following five words as used in the text:
performance, a firm, turnover, decline, favourable   (05 Marks)

(g)   Write a summary of the above article using less than 50 words. Do not exceed the word limit.   (05 Marks)

Question 02

(a)   What is a memo?   (02 Marks)

(b)   Read the following memo and answer the questions given.

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Memo

From : The Manager / Administration

To : All the employees

Cc. : CEO

Subject : Renovation of the vehicle park

Date : 16th July 2018

This is to inform you that the Management has decided to renovate the vehicle park from 20th to 25th July 2018. An alternative arrangement has been made in MC car park. Please follow the following instructions.

- Vehicle owners should obtain a note from administration department to park free of charge.
- Please hand over the completed note to the security officer at MC park.

The management regrets any inconvenience caused.

i.   What is this memo about?   (02 Marks)
    ....

ii. What does Cc. mean?   (02 Marks)
    ....

iii. What does the alternative arrangement?   (02 Marks)
    ....

iv. Add another appropriate instruction to the above memo.   (02 Marks)
    ....

(c) You have just received the message that a new client, Adriel Solomon is arriving at your office the day after tomorrow in the afternoon at 2.30 p.m.

Write a memo to your secretary, Anne Peterz
   - Tell her about Mr. Adriel Solomon
   - Explain why you might be late
   - Tell Anne what to do with Mr. Adriel until you arrive

Use about 30-40 words and your answer sheet.   (10 Marks)

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Question 03

(a) Shorten the following sentences using infinitive phrases. Look at the example

(05 Marks)

Example : I was glad when I heard of your success.
I was glad to hear of your success.

i.   It seems that it is impossible.
        ....

ii.   He hopes that he will know by tomorrow.
        ....

iii.   He didn't expect that he would pass the exam.
        ....

iv.   She was sad when she heard the bad news.
        ....

v.   The last person who criticized me like that was in hospital for two months.
        ....

(b) Fil in the blanks with the most suitable coordinating conjunctions.   (05 Marks)

i.   We thought that the figures were correct. ...., we have now discovered some errors.

ii.   The horizontal axis shows the sales .... the vertical line indicate the companies.

iii.   The program will be postponed .... the bad weather continues.

iv.   I was unable to attend lectures last Friday .... I was sick.

v.   You won't succeed in your future endeavors .... you work hard now.

(c) Write sentences to bring out the meaning of FIVE of the following words.

(10 Marks)

team work / sound knowledge / commensurate / flexible / self-motivated / wages / fringe benefits

i.   ....

ii.   ....

iii.   ....

iv.   ....

v.   ....

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Question 04

(a)   You need to market yourself to a prospective employer sending an effective and attractive CV.

    (i)   What is a curriculum vitae?   (02 Marks)

    (ii)   List five important subheadings you would use to describe yourself in a curriculum vitae?   (05 Marks)

    (iii)   Why do we write referees in a CV?   (03 Marks)

(b)   Read this part of a letter below from Harry Silva, the Marketing Director of an accounting software company.

You expressed your interest in our accounting software passages at the recent ICT Innovations Exhibition held at BMICH Colombo. We believe you may also be interested in our latest products:

- **Accurate Accounting Routiner™** makes your book keeping easy
- **Data Store™** is a user-friendly database

We would be glad to demonstrate our software products either in your work place or at our own premises.

Write a letter to Mr. Harry Silva:
- request a product demonstration at your workplace
- tell him you are interested in one of the products
- inquire the prices
- suggest two possible dates

Use about 60-80 words.   (10 Marks)

Question 05

(a)   What is a report?   (02 Marks)

(b)   Mention two types of reports and briefly explain them.   (04 Marks)

(c)   Explain briefly the following four terms widely used in reports.
         objective/ acknowledgements/ appendices / references   (04 Marks)

(d)   Study the following issue and write a short report according to the format and guidelines given to find out the reasons for bankruptcy.   (10 Marks)

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A leading entrepreneur, VEGEFRESH was operating a 25 vegetable and fruit outlets, 10 in main cities and 15 in suburbs. After five years, he faced a financial crisis.

Study the following details of the business and suggest 12 ways, the entrepreneur could have avoided bankruptcy.

- Initial plan: Selling vegetables and fruits at 100 sales outlets.
- Implemented: Started 25 outlets employing 4 sales assistants and a sales manager at each sales outlet.

Capital:

Mortgaged a two storey-house, fifty-acre land and obtained 150 million loan. Leased five lorries to transport vegetables and fruits from farmers to sales outlets.

Monthly turnover: 10.5 m/ Rent for sales outlets: 0.6 m/ Monthly payments for suppliers: 7.5 m/ Monthly bank interest and leasing: 2.5 m Informal sources: the entrepreneur had borrowed 2 m from money lenders at a monthly interest of 12%

Write the report using the following format

    i.   Title :
   ii.   Introduction :
  iii.   Body : two paragraphs
  iv.   Conclusions
   v.   Recommendations

--------------------END OF THE QUESTION PAPER----------------