



Private & Confidential

FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU2013 CORPORATE & INCENTIVE TRAVEL MANAGEMENT**
Semester & Year : January – April 2022
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (75 marks) : Answer all FIVE (5) short answer questions.
PART B (25 marks) : Answer ONE (1) essay question.
2. Candidates are required to complete and submit the Honour and Authenticity Declaration form before the examination starts.
3. Candidates are required to type your answer in a new blank document using Microsoft Word and submit your answer script via The CN at the end of the examination

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

PART A: SHORT ANSWER QUESTIONS (75 marks)

INSTRUCTION(S): There are FIVE (5) short answer questions. Answer ALL Questions.

QUESTION 1

Explain **FIVE (5)** factors that influence Bleisure Traveler to turn a business trip into a bleisure trip.

(15 marks)

QUESTION 2

Explain **FIVE (5)** special requirements that need to be considered when dealing with different incentive traveler profile.

(15 marks)

QUESTION 3

Explain the **FIVE (5)** steps when selecting a destination for an incentive tour. Provide each steps with relevant examples.

(15 marks)

QUESTION 4

Suggest **FIVE (5)** ways to offer unique incentive trip for your client. Provide your answer with relevant examples.

(15 marks)

QUESTION 5

As a trip planner, convince your client to choose Malaysia as their next incentive destination. Explain **FIVE (5)** key elements that makes Malaysia as one of the best incentive destination in Southeast Asia.

(15 marks)

END OF PART A

PART B : ESSAY QUESTION (25 MARKS)

INSTRUCTION(S): ONE (1) Essay Question.

QUESTION 1

Compare **FOUR (4)** key differences between planning a Corporate Meeting and an Incentive trip.

(25 marks)

END OF EXAMINATION PAPER