



**FACULTY OF HOSPITALITY & TOURISM  
SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **TOU1324 – INCENTIVE TOUR MANAGEMENT**  
Semester & Year : January – April 2022  
Lecturer/Examiner : Aaren Pang  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
  
PART A (60 marks) : Answer SIX (6) structure type questions. Answers are to be written in the Answer Booklet provided.  
PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exceptions of multiple choice questions, where 2B pencils are to be used.

**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 : STRUCTURE TYPE QUESTIONS (60 MARKS)**  
**INSTRUCTION(S): There are SIX (6) structure type questions. Answer all questions in the Answer Booklet(s) provided.**

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**QUESTION 1**

Explain the **FIVE (5)** concepts of incentive travel. (10 marks)

**QUESTION 2**

Distinguish **FIVE (5)** differences between a *leisure travel* and a *business travel*. (10 marks)

**QUESTION 3**

Determine **FIVE (5)** advantages of incentive tour for the company's employees. (10 marks)

**QUESTION 4**

Describe **FIVE (5)** travel essential checklist items for a business traveler. (10 marks)

**QUESTION 5**

Describe the **FIVE (5)** purchasing process handled by a corporate travel agency. (10 marks)

**QUESTION 6**

Describe **FIVE (5)** guidelines of an incentive programme. (10 marks)

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTION:** There are **TWO (2)** essay questions. Answer all questions in the Answer Booklet (s) provided.

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**QUESTION 1**

Huawei Malaysia has contracted your agency to plan their incentive trip in Asia. Explain the steps in destination selection for Huawei Malaysia, support with an example. (20 marks)

**QUESTION 2**

Based on the **FOUR (4)** characteristics in designing an incentive trip, plan a 2 days 1 night incentive tour programme for an Insurance company to Penang. (20 marks)

**END OF EXAM PAPER**