



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1324 – INCENTIVE TOUR MANAGEMENT**
Semester & Year : January – April 2023
Lecturer/Examiner : Mohamad Imaduddin Bin Zainal Abidin
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

SECTION A (60 marks) : Answer SEVEN (7) structure type questions. Answers are to be written in the Answer Booklet provided.
SECTION 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)

SECTION A : STRUCTURE TYPE QUESTIONS (60 MARKS)
INSTRUCTION(S): There are **SEVEN (7)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

Describe **THREE (3)** characteristics of incentive trips (6 marks)

QUESTION 2

Identify **FIVE (5)** strategies in effective itinerary planning. (10 marks)

QUESTION 3

Identify **FOUR (4)** elements of an incentive travel. (4 marks)

QUESTION 4

Explain **FIVE (5)** benefits of incentive tour. (10 marks)

QUESTION 5

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

QUESTION 6

Describe **FIVE (5)** incentive travel suppliers (10 marks)

QUESTION 7

Explain **FIVE (5)** types of tourism in incentive travel. (10 marks)

END OF PART A

SECTION B:
INSTRUCTION:

ESSAY QUESTIONS (40 MARKS)

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

QUESTION 1

Using one country in Asia as the destination, design a **TWO (2)** days **ONE (1)** night incentive tour programme for a group of top sales achiever from Cosway Malaysia. Give reasons to support the design of your incentive tour programme.

(20 marks)

QUESTION 2

Propose **FOUR (4)** suppliers with justifications to be involved in the planning of an incentive trip for a group of top performing insurance agents to Bangkok, Thailand.

(20 marks)

END OF EXAM PAPER