



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BTT2307 – CORPORATE & INCENTIVE TRAVEL MANAGEMENT**
 Semester & Year : January - April 2016
 Lecturer/Examiner : Muhammad Hafizi b Zamri
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of two (2) parts:
PART A (60 marks) : Answer all SIX (6) short-answer 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.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality 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 of Hospitality.

Total number of pages = 3 (including the cover page)

PART A: SHORT-ANSWER QUESTIONS (60 MARKS)
INSTRUCTION(S): There are SIX (6) short-answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Discuss the priorities and expectations of a business traveller.

(10 marks)

Question 2

Propose solutions that could overcome the factors that are likely to raise stress level on a business trip.

(10 marks)

Question 3

a) Discuss the elements that would exist in a relationship mixed between business travel and pleasure travel.

(8 marks)

b) Define bureaucracy.

(2 marks)

Question 4

Discuss the proper guidelines when travelling abroad with prescription or over-the-counter medication.

(10 marks)

Question 5

List the guidelines for an international trip.

(10 marks)

Question 6

Prepare list of the most common vaccines recommended during travel.

(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.

Question 1

Select one industry with which the tourism industry has a close relationship and explain how the two industries work together in the Malaysian context.

(20 marks)

Question 2

Explain how some customers with special needs can be assisted in corporate incentive travel.

(20 marks)

END OF EXAM PAPER