



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Course Code & Name : **TOU1324 – Incentive Tour Management**  
 Trimester & Year : January - April 2018  
 Lecturer/Examiner : Ms. Lisa Martini  
 Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 3 parts:
  - PART A (10 marks) : Answer all TEN (10) multiple-choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
  - PART B (50 marks) : Answer FIVE (5) structure type questions. Answers are to be written in the Answer Booklet provided.**
  - PART C (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 = 5 (Including the cover page)**

**PART B: STRUCTURE TYPE QUESTIONS (50 MARKS)**  
**INSTRUCTION(S):** There are FIVE (5) structure type questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

Analyze **FIVE (5)** importance of adequate sleep for a business tourist while travelling. **(10 marks)**

**Question 2**

Analyze **FIVE (5)** possible factors that would aggravate the stress level of a business traveller during their trip. **(10 marks)**

**Question 3**

Explain the concept of incentive travel. **(10 marks)**

**Question 4**

Describe the functions of Corporate Travel Management. **(10 marks)**

**Question 5**

Explain the **FIVE (5)** steps of travel purchase behaviour. **(10 marks)**

**END OF PART B**

**PART C: 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**

Discuss all the necessary preparations needed for an international trip to a first timer who had never been out of their homeland.

**(20 marks)**

**Question 2**

Discuss the factors that need to be considered before planning which destination is suitable for incentive tour for your client's company.

**(20 marks)**

**END OF EXAM PAPER**