



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU2013 Corporate And Incentive Travel Management**
Trimester & Year : January - April 2018
Lecturer/Examiner : Ms. Lisa Martini
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of two (2) parts:**
PART A (60 marks) : Answer all 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 exception 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.

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.

Question 1

Describe **FIVE (5)** differences between a leisure tourist and a business tourist in terms of travelling arrangements.

(10 marks)

Question 2

Evaluate what are the **FIVE (5)** benefits of employee incentive trip for a company.

(10 marks)

Question 3

Describe **FIVE (5)** travel vaccines that a tourist should have taken before the intended trip.

(10 marks)

Question 4

Determine **FIVE (5)** destinations that are predicted to be 2018's top incentive travel destinations. Justify your choice of destination.

(10 marks)

Question 5

A female colleague of yours will be going for a business trip for the first time to another country. Explain **FIVE (5)** tips that you could advise her in preparation for the trip.

(10 marks)

Question 6

Analyze the activities that could be conducted as part of an incentive tour in Langkawi for a group of cosmetic agents.

(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

Justify a destination management company's contribution to the success of an incentive travel programme.

(20 marks)

Question 2

Rose Sports Conference was held on the 6th and 7th of February at Shangri-la hotel, Kuala Lumpur recently. Many of the international participants brought their spouse to accompany them.

Design a two (2) day spouse programme suitable for male spouse and another for female spouse.

(20 marks)

END OF EXAM PAPER