



**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**
Trimester & Year : January - April 2019
Lecturer/Examiner : Ms. Nabila Mohd Yunus
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer SEVEN (7) 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 QUESTIONS (60 MARKS)
INSTRUCTION(S): There are **SEVEN (7)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

Based on the typology of business travel and tourism, identify **FIVE (5)** business related purpose of travel.

(5 marks)

QUESTION 2

Incentive travel makes use of the services and facilities of every sector of the tourism industry. List down **FIVE (5)** of the incentive travel suppliers.

(5 marks)

QUESTION 3

Differentiate **FOUR (4)** differences between a *corporate travel agent* and a *conventional travel agent*.

(8 marks)

QUESTION 4

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

(10 marks)

QUESTION 5

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

(10 marks)

QUESTION 6

Describe the **FIVE (5)** steps of planning process to make a successful incentive trip.

(10 marks)

QUESTION 7

Incentive travel must consist of experiences that individuals cannot achieve on their own. Explain **FOUR (4)** characteristics of incentive trips with its example.

(12 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

Your 20 years old cousin will be going for his maiden voyage to Iceland all by himself. Advise him on the necessary preparations needed for the international trip.

(20 marks)

QUESTION 2

Using one of UNESCO's top musical cities in the world as the destination, design a **TWO (2)** days **ONE (1)** night incentive tour programme for a group of musicians of a symphony orchestra.

(20 marks)

END OF EXAM PAPER