

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **TOU2013 CORPORATE & INCENTIVE TRAVEL MANAGEMENT**
Trimester & Year : January 2019 - April 2019
Lecturer/Examiner : Reuben Chen
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (75 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (25 marks) : Answer One (1) essay question. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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.

Total Number of pages = 3 (Including the cover page)

PART A: FIVE (5) SHORT ANSWER QUESTIONS (75 marks)

INSTRUCTION(S): There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1:

Identify and describe with examples **FIVE (5)** factors in the planning of an incentive tour. **(15 marks)**

Question 2:

Explain with examples **FIVE (5)** trends that are changing Incentive Travel. **(15 marks)**

Question 3:

Describe **FIVE (5)** factors to consider when selecting a destination for an incentive tour with relevant examples. **(15 marks)**

Question 4:

Outline the **FIVE (5)** steps in selecting a destination for an incentive tour. Describe each step with relevant examples. **(15 marks)**

Question 5:

Identify and describe **FIVE (5)** common benefits of incentive tour with relevant examples. **(15 marks)**

END OF PART A

PART B : ESSAY QUESTIONS (25 MARKS)

INSTRUCTION(S): ONE (1) Essay question. Answer ALL the questions in the Answer Booklet(s) provided.

Question 1

Amway Malaysia has engaged your organization to organize an incentive tour for 100 of their employees in the month of November for 5 days and 4 nights to at least two countries in Europe.

Develop a proposal incorporating areas of customization that would cater to the needs of Amway Malaysia. Where relevant, illustrate the areas of customization with examples. **(25 marks)**

END OF EXAMINATION PAPER