

**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**
Semester & Year : May – August 2021
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 1. 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.
- 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.

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

Explain **FIVE (5)** needs of a Muslim traveler when traveling to a non-Muslim destination. Support your answers with examples. (15 marks)

QUESTION 2

Describe **FIVE (5)** vendors that are involved in the development of an incentive tour with relevant examples. (15 marks)

QUESTION 3

Explain **FIVE (5)** types of incentive travel programme. Support your answers with examples. (15 marks)

QUESTION 4

Describe **FIVE (5)** responsibilities of a tour manager before the arrival of incentive participants. Provide with relevant examples. (15 marks)

QUESTION 5

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

END OF PART A

PART B : ESSAY QUESTION (25 MARKS)

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

QUESTION 1

Herbalife has engaged your organization to organize an incentive tour for 100 of their top distributors in the month of May for 5 days and 4 nights to Los Angeles, California.

Define incentive tour and develop a proposal incorporating areas of customization that would cater to the needs of your client. Where relevant, illustrate the areas of customization with examples.

(25 marks)

END OF EXAMINATION PAPER