



**FACULTY OF HOSPITALITY & TOURISM  
SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **TOU1324 INCENTIVE TOUR MANAGEMENT**  
Semester & Year : May to August 2021  
Lecturer/Examiner : Kit Thong  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
  
    **PART A (80 marks) : Answer EIGHT (8) short answer questions.**  
  
    **PART B (20 marks) : Answer ONE (1) essay question.**
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 : SHORT ANSWER QUESTIONS (80 MARKS)**  
**INSTRUCTION(S): Answer all questions.**

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**QUESTION 1**

- A) Explain the **FIVE (5)** business traveler transportation needs. (10 marks)
- B) What are the **THREE (3)** types of road transport that a business traveler is likely to take during a business trip? (6 marks)

**QUESTION 2**

Mark is booking a flight for his business trip to London. Explain the following terms to him so that he can make better decisions on his flight arrangement: (3 marks)

- A) Direct flight  
B) Non-stop flight  
C) Connecting flight

**QUESTION 3**

Business travel is down but will definitely return. Explain **FIVE (5)** changes in business travel industry in the post Covid-19. (10 marks)

**QUESTION 4**

Mary, the incentive planner has been tasked to create a video to announce the upcoming incentive trip in the kick-off meeting. Advise Mary with **FOUR (4)** important contents that should be included in the video. (8 marks)

**QUESTION 5**

Describe **SIX (6)** characteristics of an incentive travel. (12 marks)

**QUESTION 6**

Creating great gifting experience is one of the ways to delight the award winners. Suggest **FOUR (4)** guidelines that Ginny, the Incentive Manager can follow to achieve better satisfaction. Provide an example for each guideline. (12 marks)

**QUESTION 7**

Identify **FIVE (5) components** in an incentive trip. Give an example for each component. (10 marks)

**QUESTION 8**

It is important to provide a good tagline to theme the incentive programme. Identify **THREE (3)** fundamental elements of a good tagline? Give an example for each element. (9 marks)

**END OF PART A**

**PART B:                    ESSAY QUESTION (20 MARKS)**

**INSTRUCTION:            Answer all question.**

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**QUESTION 1**

Discuss how a businesswoman's travel needs differ from a man's.

**END OF EXAM PAPER**