



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : **BTT2307 CORPORATE and INCENTIVE TRAVEL MANAGEMENT**  
Semester & Year : May - August 2017  
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 of Hospitality 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 of Hospitality.

**Total number of pages = 3 (including the cover page)**

**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.

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**Question 1**

Describe the information needed when making a flight reservation for a business tourist.  
**(10 marks)**

**Question 2**

Determine **FIVE (5)** major challenges most business travellers faced when travelling overseas.  
**(10 marks)**

**Question 3**

Discuss the importance of having advanced seat assignment on a long distance flight.  
**(10 marks)**

**Question 4**

Analyze the benefits of incentive travel to a company and its employees.  
**(10 marks)**

**Question 5**

Mr. John Wick was sent by his company to terminate one of their factories at Afghanistan. His company had assured him that they had taken all the necessary precautions for his safety there. What can Mr. Wick do to ensure his journey is smooth in terms of documentations?  
**(10 marks)**

**Question 6**

Describe **FIVE (5)** of the latest top destination trends for incentive travel in 2017.  
**(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.

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**Question 1**

Justify with reasons why incentive travel is the number one motivator for improved performance in most large corporate companies.

**(20 marks)**

**Question 2**

Company XYZ is planning on expansion in strength and number. However, over the past year employee turnover has been on the rise and therefore many new faces appeared in the company. Due to this, communication between departments was lacking and subsequently strained.

Design a three (3) days, two (2) night incentive travel with the purpose of reviving team spirit for Company XYZ.

**(20 marks)**

**END OF EXAM PAPER**