



## SCHOOL OF TOURISM

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **TOU1324 – INCENTIVE TOUR MANAGEMENT**  
 Semester & Year : May - August 2017  
 Lecturer/Examiner : Ms. Lisa Martini  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 3 parts:**
  - PART A (10 marks) : Answer all TEN (10) multiple-choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
  - PART B (50 marks) : Answer FIVE (5) structure type questions. Answers are to be written in the Answer Booklet provided.**
  - PART C (40 marks) : Answer TWO (2) essay questions. 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 exceptions 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 = 5 (Including the cover page)**

**PART B: STRUCTURE TYPE QUESTIONS (50 MARKS)**  
**INSTRUCTION(S):** There are FIVE (5) structure type questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

Discuss **FIVE (5)** differences between business tourism in comparison to normal leisure tourism.  
**(10 marks)**

**Question 2**

a) Describe the importance of the Embassy to a traveler.  
**(5 marks)**

b) Give **FIVE (5)** functions of the Customs Department.  
**(5 marks)**

**Question 3**

Determine why a trip is a good motivational incentive for employees in large corporations.  
**(10 marks)**

**Question 4**

Discuss **FIVE (5)** reasons why having a travel itinerary is important when organizing an incentive tour.  
**(10 marks)**

**Question 5**

Explain **FIVE (5)** functions of the Immigrations Department.  
**(10 marks)**

**END OF PART B**

**PART C: 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**

Analyze the major costs that must incur when designing an incentive tour itinerary.

**(20 marks)**

**Question 2**

Discuss the various incentive travel programme types that we should know before embarking in designing an incentive tour.

**(20 marks)**

**END OF EXAM PAPER**