



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Course Code & Name : **TOU1324 – Incentive Tour Management**
Trimester & Year : May - August 2018
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 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 = 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.

Question 1

Describe **FIVE (5)** business related purpose of travel.

(10 marks)

Question 2

Analyze **FIVE (5)** differences between a leisure travel and a business travel.

(10 marks)

Question 3

Determine **FIVE (5)** reasons how incentive tour could benefit a company's employees.

(10 marks)

Question 4

Determine how you would sell a destination to a customer with an impactful tagline inclusive of the good and bad examples.

(10 marks)

Question 5

Describe the **FIVE (5)** steps of planning process to make a successful incentive trip.

(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.

Question 1

Your 18 years old cousin will be going for her maiden voyage to Iceland all by herself. Help her with the necessary preparations needed for the international trip.

(20 marks)

Question 2

Using one of UNESCO's top musical cities in the world as the destination, design a **TWO (2)** days **ONE (1)** night incentive tour programme for a group of musicians of a symphony orchestra.

(20 marks)

END OF EXAM PAPER