

**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**
Trimester & Year : May - August 2019
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 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.
- 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 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

- a. Explain the concept of *incentive travel*. (5 marks)
- b. With examples, describe **FIVE (5)** suppliers that are involved in the development of an incentive tour. (15 marks)

QUESTION 2

Describe **FIVE (5)** special needs of a Muslim female traveler. Illustrate with examples. (15 marks)

QUESTION 3

- a. Identify **THREE (3)** important information required to book a reservation. (3 marks)
- b. It has often been observed that agents who deal primarily with business travelers have different personalities and approaches. Distinguish **FIVE (5)** differences of a corporate agent and a leisure agent. (10 marks)

QUESTION 4

With examples, describe **FOUR (4)** characteristics used in designing an incentive tour. (12 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 QUESTIONS (25 MARKS)

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

QUESTION 1

PROTON Holdings has engaged your organization to organize an incentive tour for 119 of their employees in the month of October for 5 days and 4 nights to China.

Develop a proposal incorporating areas of customization that would cater to the needs of PROTON Holdings. Where relevant, illustrate the areas of customization with examples.

(25 marks)

END OF EXAMINATION PAPER