



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **TOU1123 Transportation For Tourists**
 Semester & Year : September – December 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 (70 marks) : Answer SEVEN (7) structure type questions. Answers are to be written in the Answer Booklet provided.**
 - PART C (20 marks) : Answer ONE (1) essay question. Answer is 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 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 = 6 (Including the cover page)

PART B: STRUCTURE TYPE QUESTIONS (70 MARKS)
INSTRUCTION(S): There are **SEVEN (7)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Discuss **FIVE (5)** reasons for the cultivation of stress from driving on the road for domestic tourists.
(10 marks)

Question 2

Assuming that you are the new owner of a private coach company, discuss **FIVE (5)** factors that you will do to upgrade your coaches for the tourists' comfort.
(10 marks)

Question 3

Why do airlines form alliances?
(10 marks)

Question 4

Discuss how the **THREE (3)** main modes of transportation complement one another in developing tourism industry in Kuala Lumpur.
(10 marks)

Question 5

Analyze the possibility to improve the transportation condition with the increasing number of tourist arrivals.
(10 marks)

Question 6

Assess the various tourist transports that may have a significant impact on tourist flow at a tourist destination such as Melaka.
(10 marks)

Question 7

Describe the **FIVE (5)** major types of cruises.

(10 marks)

END OF PART B

PART C: ESSAY QUESTION (20 MARKS)

INSTRUCTION: There is **ONE (1)** essay question. Answer the question in the Answer Booklet (s) provided.

Question 1

In comparison to a flight, justify why a family of **FIVE (5)** traveling from Kuala Lumpur to Singapore is more economical by automobile.

(20 marks)

END OF EXAM PAPER