



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **TOU2013 Corporate And Incentive Travel Management**
Semester & Year : September - December 2017
Lecturer/Examiner : Ms. Lisa Martini
Duration : 3 Hours

INSTRUCTONS 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.

Question 1

Analyze why companies organize incentive trip for their employees.

(10 marks)

Question 2

Explain why airlines tend to overbook a flight.

(10 marks)

Question 3

Determine **FIVE (5)** ways that a business woman can do to minimize the risk of personal safety or sexual harassment when traveling overseas.

(10 marks)

Question 4

What reasons would you give in order to influence a corporate company to select your incentive trip programme?

(10 marks)

Question 5

Mr. Gary Grey is a teaching professor sent by his university to be a speaker at a conference in Italy. What does Mr. Grey need to personally prepare in terms of documentations paperwork so that his business trip would be smooth?

(10 marks)

Question 6

Analyze Iceland's resources in order to market itself as an incentive travel destination despite its extreme climate.

(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.

Question 1

Justify with reasons **FOUR (4)** important suppliers when planning an incentive trip for a group of top performing insurance agents.

(20 marks)

Question 2

Krystal Corner Company deals in crystal and semi-precious stone. The company has a few branch outlets all over Malaysia, namely Muar, Langkawi, Kudat and its head quarter in Kuala Lumpur. The top management intends for the staff to get to know one another to foster better co-operation in the future. However, with a limited budget in mind, only fifty (50) staff would be invited.

Design a three (3) days, two (2) night incentive travel to a suitable destination in Malaysia.

(20 marks)

END OF EXAM PAPER