



**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **TOU1123 – Transportation For Tourists**
 Trimester & Year : September – December 2018
 Lecturer/Examiner : Ms. Lisa Martini
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. 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) short-answer 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.**
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 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 = 6 (Including the cover page)

PART B: SHORT-ANSWER QUESTIONS (70 MARKS)
INSTRUCTION(S): There are **SEVEN (7)** short-answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Discuss the reasons for low public transportation usage in Malaysia.

(10 marks)

Question 2

Distinguish **FIVE (5)** differences between a schedule flight and a charter flight.

(10 marks)

Question 3

Discuss the role played by the government in determining transport policy for tourism economic expansion.

(10 marks)

Question 4

Prepare a SWOT analysis on the challenges and issues of Grab car transportation for consumer and driver alike in Malaysia.

(10 marks)

Question 5

Identify **FIVE (5)** factors which made the cruise lines a popular option among the senior citizens rather than the younger age group.

(10 marks)

Question 6

Justify why a family of four (4) going to Penang from Seremban is better off traveling by flight than by car?

(10 marks)

Question 7

Explain the concept of global alliances and their benefits to both the airlines and the consumers.

(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

Discuss how the Coach Operator could improve the coach services to increase the demand for travelling by bus and coach within Malaysia.

(20 marks)

END OF EXAM PAPER