



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1324 – Incentive Tour Management**
 Trimester & Year : September - December2018
 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 (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.**
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 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

List **TEN (10)** information details required in an open jaw ticket.

(10 marks)

Question 2

Discuss how a corporate travel agent differs from a conventional travel agent.

(10 marks)

Question 3

Describe **FIVE (5)** reasons why business tourism is a more lucrative market than leisure tourism market.

(10 marks)

Question 4

Explain why companies invest in incentive tourism as a means of rewarding rather than giving money.

(10 marks)

Question 5

Describe **FIVE (5)** priorities demanded by business travellers during their 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

Distinguish the 5 steps necessary in planning and timeliness for a successful incentive tour. Explain each step.

(20 marks)

Question 2

Identify **FOUR (4)** suppliers involved in the planning of an incentive trip for a group of top performing insurance agents.

Justify with reasons the role and importance of each of the suppliers in the planning of the trip.

(20 marks)

END OF EXAM PAPER