

**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 : September 2019 - December 2019
Lecturer/Examiner : Reuben Chen
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:

Identify and describe **FIVE (5)** vendors that are involved in the development of an incentive tour with relevant examples. **(15 marks)**

Question 2:

Identify and explain **FIVE (5)** types of incentive traveler and precautionary measures in managing these traveler. Illustrate your answers with examples. **(15 marks)**

Question 3:

Identify and describe **FIVE (5)** factors an incentive travel planner would consider in selecting a destination for the incentive tour. Illustrate with examples. **(15 marks)**

Question 4:

Outline **FIVE (5)** reasons for an organization to outsource the planning and execution of an incentive tour. Describe each reason with relevant example. **(15 marks)**

Question 5:

Identify and describe **FIVE (5)** common challenges of incentive tour 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

Murphy's Law is very much applicable in an incentive tour setting where organizers and participants alike are exposed to certain degree of risks.

Deduce the areas most susceptible to risk and describe **FIVE (5)** methods most applicable in managing these risks during the tour. Where appropriate, illustrate with examples. **(25 marks)**

END OF EXAMINATION PAPER