

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Course Code & Name : **TOU2013 CORPORATE & INCENTIVE TRAVEL MANAGEMENT**
Semester & Year : September 2020 - December 2020
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:

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

Question 2:

Explain **FIVE (5)** needs of a business traveler with examples. **(15 marks)**

Question 3:

Identify and describe **FIVE (5)** areas of services in which travel agents can assist in the development of an incentive tour. Illustrate with examples. **(15 marks)**

Question 4:

Outline the **FIVE (5)** steps when selecting a destination for an incentive tour. Describe each step with relevant examples. **(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

Great Eastern has engaged your organization to organize an incentive tour for 100 of their employees in the month of November for 5 days and 4 nights to two countries in Europe.

Define incentive tour and develop a proposal incorporating areas of customization that would cater to the needs of Great Eastern. Where relevant, illustrate the areas of customization with examples.

(25 marks)

END OF EXAMINATION PAPER