



Private & Confidential

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**
Semester & Year : September - December 2021
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (75 marks) : Answer all FIVE (5) short answer questions.
PART B (25 marks) : Answer ONE (1) essay question.
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 = 3 (Including the cover page)

PART A: FIVE (5) SHORT ANSWER QUESTIONS (75 marks)

INSTRUCTION(S): Answer ALL FIVE (5) Questions.

QUESTION 1

- a. The broad definition of business travel and tourism embraces a variety of different forms of business travel and tourism. Identify **FIVE (5)** typologies of business travel and tourism. (5 marks)
- b. Explain **FIVE (5)** needs of a business traveler with examples. (10 marks)

QUESTION 2

- a. Identify **FIVE (5)** products and services that could be offered to a business traveler. (5 marks)
- b. Describe **FIVE (5)** vendors that are involved in the development of an incentive tour. (10 marks)

QUESTION 3

Discuss **FIVE (5)** elements of risk management plan to ensure the safety of incentive participants. (15 marks)

QUESTION 4

Which **FIVE (5)** questions should a corporate travel agent ask to determine the needs of a client in order to plan an incentive trip. Describe your answers with an example. (15 marks)

QUESTION 5

Suggest **ONE (1)** destination anywhere in the world to fulfill the following corporate clients' requests and describe with examples how could the destination satisfies their needs. (15 marks)

- a. Business travelers in the food and beverage industry that seeking for exotic and authentic gastronomy experience.
- b. Luxury experience; shopping heaven and provide space for employees to relax and re-energies.
- c. A blend of traditional and modern culture experience.

END OF PART A

PART B : ONE (1) ESSAY QUESTION (25 MARKS)

INSTRUCTION(S): Answer ONE (1) Essay Question.

QUESTION 1

COVID 19 has created unprecedented disruption which requires a new look at the world of incentive travel. Discuss the future trends of incentive travel after the pandemic. (25 marks)

END OF EXAMINATION PAPER