



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

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **TOU1324 INCENTIVE TOUR MANAGEMENT**
Semester & Year : September – December 2021
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (80 marks) : Answer EIGHT (8) structure type questions.**
 - PART B (20 marks) : Answer ONE (1) essay questions.**
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 = 3 (Including the cover page)

PART A : STRUCTURE TYPE QUESTIONS (80 MARKS)
INSTRUCTION(S): There are EIGHT (8) structure type questions. Answer All question.

QUESTION 1

Describe **FOUR (4)** elements of *Bleisure Travelers*. (8 marks)

QUESTION 2

a) Explain **FIVE (5)** business traveler transportation needs. (10 marks)

b) Describe how would you incorporates different modes of transportation for a group of incentive travelers that traveling to India. Provide an example for each answer. (9 marks)

QUESTION 3

Describe **TWO (2)** approaches airline personnel take toward group seating in an aircraft cabin? (4 marks)

QUESTION 4

In countries where food and water may be contaminated, discuss **FIVE (5)** ways to keep your clients in a good health during a journey. (10 marks)

QUESTION 5

Handling the business traveller is very different from handling vacation traveller. Explain **SIX (6)** ways to deliver excellent customer service to corporate client. (12 marks)

QUESTION 6

Identify **SIX (6)** characteristics of an incentive travel. (6 marks)

QUESTION 7

a) Identify **FOUR (4)** objectives of incentive travel programmes. (4 marks)

b) Explain **FIVE (5)** benefits of incentive travel programmes. (10 marks)

QUESTION 8

Identify **SEVEN (7)** strategies to promote an incentive travel programmes. (7 marks)

END OF PART A

PART B: ESSAY QUESTION (20 MARKS)

INSTRUCTION: Answer all question.

QUESTION 1

You have been asked to plan for an incentive travel package for a telecommunication company from Singapore. Suggest an intensive three-day programme based on the following requests:

- Destination must be outside the retailer's own country and must be a place that will be seen as special by the sales people.
- Provide team-building exercises and some social events.

(20 marks)

END OF EXAM PAPER