

**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 2023  
Lecturer/Examiner : Nabila Mohd Yunus  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (75 marks) : Answer all SEVEN (7) short answer questions.**  
**PART B (25 marks) : Answer ONE (1) essay question.**
- 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: SHORT ANSWER (75 marks)**

**INSTRUCTION(S): Answer ALL questions.**

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**QUESTION 1**

Explain about *incentive travel*. (3 marks)

**QUESTION 2**

Distinguish the differences between *leisure* and *business traveller* based on the 4 W and 1 H questions. (10 marks)

**QUESTION 3**

Explain **FIVE (5)** major challenges most business travelers faced when travelling abroad. (10 marks)

**QUESTION 4**

Identify **THREE (3)** special requirements that need to be considered when handling with different participants profile. (6 marks)

**QUESTION 5**

Determine **THREE (3)** types of distribution channels for Incentive travel with examples. (9 marks)

**QUESTION 6**

Most incentive trips lies a lengthy period of detailed planning and designing of the travel award in order to ensure that the company's objectives are met. Identify **FOUR (4)** characteristics features on incentive trips. Provide examples for each characteristic. (12 marks)

**QUESTION 7**

A thorough analysis of the existing client mix is required as part of the travel agency's strategic plan. It is also important for travel agencies to include current and future travel trends of incentive travel in the strategic plan.

- a) Examine any **FOUR (4)** factors to consider when conduct a client analysis. (16 marks)
- b) Discuss **THREE (3)** latest incentive travel trends that can be tapped by a travel planner when crafting an effective incentive program. (9 marks)

**END OF PART A**

**PART B : LONG ESSAY (25 MARKS)**

**INSTRUCTION(S): Answer ALL questions.**

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**QUESTION 1**

As a corporate incentive travel planner, it is important to convince your client with the destination site selection to ensure a successful incentive travel program for the company.

Select a destination in South Korea and justify **FIVE (5)** of its site selection factors. (25 marks)

**END OF EXAMINATION PAPER**