



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1324 – INCENTIVE TOUR MANAGEMENT**
Trimester & Year : September - December 2024
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. Answers are to be written in the Answer Booklet provided.
PART B (20 marks) : Answer ONE (1) essay questions. Answers are to be written in the Answer Booklet provided.
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 QUESTIONS (80 MARKS)
INSTRUCTION(S): There are **EIGHT (8)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

- a. Define Incentive Travel. (2 marks)
- b. Explain **FOUR (4)** characteristic features of designing incentive trips. (8 marks)

QUESTION 2

Describe **FIVE (5)** work related forms of travel. (10 marks)

QUESTION 3

Distinguish **FIVE (5)** differences between a *leisure travel* and a *business travel*. (10 marks)

QUESTION 4

Your client will be traveling to Kenya. Advise him on the necessary preparations needed for the international trip. (10 marks)

QUESTION 5

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

QUESTION 6

Incentive travel makes use of the services and facilities of every sector of the tourism industry. Identify and describe the functions of **FIVE (5)** incentive travel suppliers. (10 marks)

QUESTION 7

Explain **FIVE (5)** strategies for an effective incentive travel promotional campaign. (10 marks)

QUESTION 8

As a travel planner, you must excel in risk assessment and mitigation. Explain **FIVE (5)** elements of risk management plan in relation to incentive travel. (10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (20 MARKS)
INSTRUCTION(S): Answer all question in the Answer Booklet provided.

QUESTION 1

You have been asked by a sporting goods retailer from China to organize an exciting, innovative incentive travel package for their most successful sales people. Construct an intensive three-day programme based on the following special 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