

---

CHUKA



UNIVERSITY

---

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD DEGREE OF  
BACHELOR OF TOURISM MANAGEMENT**

**BTOM 475: CRUISE SHIP OPERATIONS**

**STREAMS: BTM, Y4 S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 9/04/2020**

**11.30 A.M - 1.30 P.M.**

---

**INSTRUCTIONS**

- Answer all questions in Section A
- Choose two questions in Section B
- Do not write anything on the question paper.

**SECTION A: 30 MARKS**

1. Briefly explain the historical development of cruise liners. [5 Marks]
2. Describe the structure of cruise transport segment. [5 Marks]
3. Briefly describe the challenges facing cruise ship business in the Caribbean.[5 Marks]
4. Using a well labeled diagram, describe the structure of a cruise ship deck. [5 Marks]
5. Describe the main marine ports covered in the Pan Asian transport route ? [5 Marks]
6. Marine port integration has been used by American cruise ships to decongest the regional ports in the continent. How has this concept satisfied marine travel needs in the region.

[5 Marks]

**SECTION B: 40 MARKS**

7.a.) Discuss 6 steps in the process of packaging the cruise travel package. [10 Marks]

b) Discuss the methods of revenue controls when distributing the cruise ship package. [10 Marks]

8.a) Discuss 5 various innovative routes that can be extended from the Silk road to Africa. [10 Marks]

b) Discuss how cruise ship business can be made to thrive in the South Pacific Ocean. [10 Marks]

9. The cruise ship business has been faced with numerous challenges. Caribbean cruise liners have been handicapped of operating in long haul destinations. Explain five planning strategies that can be used in enhancing their access to Asia and Pacific routes. [20 Marks]