

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

CHUKA/EMBU CAMPUS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
MANAGEMENT

BTOM 475: CRUISE SHIP OPERATIONS

STREAMS: BTOM (Y4S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 11/08/2025

8.30 A.M. – 10.30 A.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. Highlight the roles of **SIX** cruise ship sailing crews in large cruise liners like Norwegian Dawn [6 Marks]
3. Briefly discuss **FIVE** components of a cruise ship package that is sold to the marine tourists [5 Marks]
4. Using a well-labeled diagram, describe the structure of a cruise ship deck. [5 Marks]
5. Giving examples, briefly explain the **TWO** types of merchant ships operating in the Indian Ocean [4 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 **SIX** steps in the process of developing the cruise travel package. [12 Marks]

b) The cruise ship business is one that is faced with a lot of limitations. Discuss **FOUR** challenges the cruise ship operation in Europe has faced over the years. [8 Marks]

8. a) Explain **SIX** development indicators used to explain the Europe cruise line structure [12 Marks]

b) Describe **FOUR** sea routes distributed globally, stating the specific ports found in each [8 Marks]

9. Caribbean cruise liners have been handicapped from operating in long-haul destinations due to cruise ship business problems. Explain five planning strategies that can be used in enhancing their access to Asia and Pacific routes. [20 Marks]

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