MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER

SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT
BACHELOR OF SCIENCE IN FORESTRY

COURSE CODE: FOR 425
COURSE TITLE: FOREST PRODUCTS AND MARKETING

Date: 17TH APRIL 2019
Time: 08:30-10:30 AM

INSTRUCTIONS: 1. Answer ALL questions in Section A (25 marks)
2. Answer any **THREE** questions from Section B (45 marks)

SECTION A: ANSWER **ALL** QUESTIONS (25 MARKS)

1. Define the following terms as used in forest products and marketing  
   **(5 marks)**
   
   i. Supply chain management
   
   ii. Marketing
   
   iii. Forest products
   
   iv. Market potential
   
   v. Market segmentation

2. a) Identify **steps** involved in the development of forest products  
   **(3.5 marks)**

   b) How can you determine the price of forest products  
   **(2 marks)**

3. a) Highlight **six** products derived from forestry  
   **(3 marks)**

   b) Briefly explain the roles of marketing in a forest enterprise  
   **(3 marks)**

4. a) Explain the term “marketing channels” and explain their impacts  
   **(4.5 marks)**

5. Identify forest services that are useful to the rural communities and public in general  
   **(4 marks)**

SECTION B: ANSWER ANY **THREE** QUESTIONS (45 MARKS)

6. Marketing of forest products is done through four marketing mix strategies i.e. product, price, place and promotion. Citing examples, discuss the application of this **four** marketing mix strategies in forestry  
   **(15 marks)**

7. a) What is marketing plan?  
   **(2 marks)**

   b) Describe how you can build a marketing plan  
   **(13 marks)**

8. Briefly describe factors to consider when carrying out market feasibility study for forest products  
   **(15 marks)**

9. Discuss forces that shape competition in marketing of forest products  
   **(15 marks)**
10. Assume that you are employed by the Kenya Forestry Research Institute (KEFRI) Muguga as a sales person. Discuss in details on how you will carry out marketing of forest products and services in that institution  

(15 marks)