



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? **(2marks)**
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)**

//END