



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR**

SECOND YEAR SECOND SEMESTER

**SCHOOL OF TOURISM AND NATURAL RESOURCE
MANAGEMENT**

**BACHELOR OF FOREST ECOSYSTEMS
MANAGEMENT**

COURSE CODE: FEM 2213

**COURSE TITLE: MARKETING OF FOREST
PRODUCTS**

DATE: 23RD APRIL, 2018

TIME: 0830 - 1030 AM

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A**, and any other **THREE** in section **B**.

This paper consists of 2 printed pages. Please turn over

Section A: Answer ALL questions (25 Marks)

Question 1

Explain at least five roles of forest product marketing **(5 Marks)**

Question 2

Briefly explain the following marketing evolution and orientation approaches **(5 Marks)**

- a) Production
- b) Holistic marketing
- c) Social marketing
- d) Relationship marketing
- e) Branding

Question 3

Explain the significance of SWOT in situation analysis when building a marketing plan **(5 Marks)**

Question 4

Identify five challenges faced by global wood-product markets **(5 Marks)**

Question 5

Briefly outline the impacts of marketing channels in forestry sector **(5 Marks)**

Section B: Answer any THREE questions (45 Marks)

Question 6

Identify and discuss the recent changes in forest product marketing under the following sub-headings: **(15 Marks)**

- a) Production and sales orientation
- b) Market orientation
- a) Responsible marketing in all dimensions

Question 7

Discuss Tanner and Raymond's principles of marketing **(15 Marks)**

Question 8

Discuss the basis for segmentation of market for sawn wood **(15 Marks)**

Question 9

Using a diagram, discuss the product life cycle for wood products during market analysis **(15 Marks)**
