



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 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 MARKETING

DATE: 20TH APRIL, 2018

TIME: 0830 - 1030HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 3 printed pages. Please turn over.

Section A: Answer ALL questions (25 Marks)

Question 1

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

Question 2

Briefly discuss 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 various end-uses of some wood products. **(5 Marks)**

Question 4

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

Question 5

- a) Define the term marketing channel **(2 Marks)**
- b) Briefly outline the impacts of marketing channels **(3 Marks)**

Section B: Answer any THREE questions (45 Marks)

Question 6

- i) Discuss the recent changes in forest product marketing under the following sub-headings: **(9 Marks)**
 - a) Production and sales orientation
 - b) Market orientation
 - a) Responsible marketing in terms of economic, social and ecological dimensions
- ii) Discuss the supply chain strategies for forest products **(6 Marks)**

Question 7

- a) Discuss Tanner and Raymond's principles of marketing **(10 Marks)**
- b) Explain the significance of SWOT in situation analysis when building a marketing plan. **(5 Marks)**

Question 8

- b) Giving examples, discuss the various wood, non-wood forest products, and forest services. **(9 Marks)**
- c) Explain the basis for segmentation of market for sawn wood. **(6 Marks)**

Question 9

- a) Using a diagram, discuss the product life cycle for wood products during market analysis. **(7 Marks)**
- b) Discuss the various types of customer value creation. **(8 Marks)**

END