



# **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: 17<sup>TH</sup> APRIL 2019  
10:30 AM**

**Time: 08:30-**

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**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)**

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