



Biomedical Engineering

**Marketing**  
Course Code: UNR331  
Level: 300  
Allowed Time: 2 Hours  
June. 16, 2016  
Second 2015 /2016  
Final Exam [50 Marks]



Faculty Of Engineering

All questions are in one page.

Answer ALL the questions.

**Q.1) [4 Marks]**

**How to do customer needs assessment?**

**Q.2) [4 Marks]**

**Describe the consumer purchase decision five steps.**

**Q.3) [8 Marks]**

**How can marketing benefited from the following technological improvements:**

- |                                      |                                |
|--------------------------------------|--------------------------------|
| a) Global Positioning Systems (GPS). | b) Internet Enhanced Tracking. |
| c) Virtual Reality and Simulations.  | d) Neuro-Research (MRI & EEG). |

**Q.4) [8 Marks]**

**Fill in the Spaces:**

- a) The four types of customers are....., ....., and .....
- b) In family branding approach, new products are .....
- c) Public service advertising run advertisements through.....
- d) Skimming is a pricing strategy aims to.....

**Q.5) [8 Marks]**

**What are the main advantages of brands for marketers?**

**Q.6) [8 Marks]**

**Create a SWOT analysis for biomedical company, selling X-ray equipment for MENA region.**

**Q.7) [10 Marks]**

**Marketing Plan covers the following sections: 1.Situation Analysis, 2.Target Audience, 3.Goals, 4. Strategies and Tactics, and 5.Budget Breakdown.**

**Describe these sections (in brief) of Marketing Plan for a "Rehabilitation Wheelchair".**

All Best Wishes, Dr. Nabil Shalaby