



Biomedical Engineering

Marketing
Course Code: UNR331
Level: 300
Allowed Time: 2 Hours
June. 1, 2017
Second 2016/2017
Final Exam [50 Marks]



Faculty Of Engineering

All questions are in one page.

Answer the seven questions.

Don't use pencil.

Q.1) [4 Marks]

How to do customer needs assessment?

Q.2) [4 Marks]

How to study traffic outdoor advertisements' impact?

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]

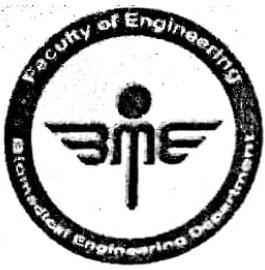
Create a SWOT analysis for biomedical company, selling MRI equipment for Delta region.

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



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Q.1) [4 Marks]

How to do customer needs assessment?

Answer:

Step 1

Listen to what the customer says. The customer will tell you whether he is looking to fulfill a want or a need by the way he approaches the purchase. If he immediately states what he wants, that is what he intends to buy. If he appears indecisive, that is when you ask about the intended use, which helps you to determine what he needs. Build a relationship, however short, with the customer.

Step 2

Ask the customer questions designed to elicit information. Ask the price range he is considering, the features he is looking for and whether he is just beginning to shop for the product or intends to make a purchase. It is also helpful to ask what he has seen at competing establishments. Let the customer do the talking.

Step 3

Give the customer a choice by presenting different products for comparison. Explain the features, benefits and drawbacks of each product without making a decision for the customer. Your goal is to assist the customer to make the decision for himself.

Step 4

Ask for feedback and eliminate the products that the customer feels do not meet his needs. In this way you can guide him to the best product without confrontation, which has the potential for alienating the customer and losing the sale.

Step 5

Repeat the information you have gleaned through your questioning, and ask if there is anything else that would affect his interest in purchasing the product. Take care not to push for an immediate sale. Save your close until you are sure you have all the information and then offer a 10 percent discount, free delivery or some other reason that would cause him to transact business.



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Q.2) [4 Marks]

How to study traffic outdoor advertisements' impact?

Fix different telephone number extension or promotion code on each advertisement. By analyzing calls and codes, we can differentiate and assess the impact for all outdoor ads.

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). |

Answer:

a) Global Positioning Systems (GPS) – GPS enables marketers to track inventory and even track sales and service personnel. GPS is also becoming a common feature of customers' communication devices, such as smartphones, offering marketers the potential to locate and track customers.

b) Internet Enhanced Tracking – The rapid advance of small, highly portable computers has significantly enhanced researcher's ability to capture user information during one-on-one research gathering. Developments, including Apple's iPad and other low-profile computers, allow researchers to capture and transmit consumer response to surveys without the need to request consumers move to special survey facilities. The tablets also enable the consumer to provide feedback on visual issues, such as offering evaluations on advertisements presented on the tablet.

c) Virtual Reality and Simulations – Marketers can use computer-developed virtual worlds to simulate real-world customer activity, such as in-store shopping. While this research is mostly performed in a controlled laboratory setting, there are emerging virtual worlds on the Internet (e.g., Second Life) where marketers can test concepts and communicate with customers.

d) Neuro-Research – Companies have begun to explore the use of brain-imaging technology for marketing research. Using such technologies as Magnetic Resonance Imaging (MRI) and Electroencephalogram (EEG) sensors, researchers scan the brains of research subjects as they are exposed to neuro-stimuli, such as imagery and sound, in order to detect the effect the stimuli.



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Q.4) [8 Marks]

Fill in the Spaces:

- The four types of customers are **existing, former, potential and repeated.**
- In family branding approach, new products are **under the umbrella of existing well-known product.**
- Public service advertising runs advertisements through **certain media outlets free-of-charge.**
- Skimming is a pricing strategy aims to **get the customers who are willing to pay more to do so.**

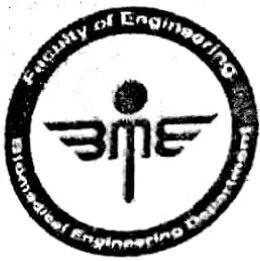
Q.5) [8 Marks]

What are the main advantages of brands for marketers?

Answer:

A strong brand offers many advantages for marketers including:

- Enhances Product Recognition** - Brands provide multiple sensory stimuli to enhance customer recognition. For example, a brand can be visually recognizable from its packaging, logo, shape, etc. It can also be recognizable via sound, such as hearing the name on a radio advertisement or talking with someone who mentions the product.
- Helps Build Brand Loyalty** - Customers who are frequent and enthusiastic purchasers of a particular brand are likely to become Brand Loyal. Cultivating brand loyalty among customers is the ultimate reward for successful marketers since these customers are far less likely to be enticed to switch to other brands compared to non-loyal customers.
- Helps With Product Positioning** - Well-developed and promoted brands make product positioning efforts more effective. The result is that upon exposure to a brand (e.g., hearing it, seeing it) customers conjure up mental images or feelings of the benefits they receive from using that brand. The reverse is even better. When customers associate benefits with a particular brand, the brand may have attained a significant competitive advantage. In these situations the customer who recognizes he needs a solution to a problem.
- Aids in Introduction of New Products** - Firms that establish a successful brand can extend the brand by adding new products under the same "family" brand. Such branding may allow companies to introduce new products more easily since the brand is already recognized within the market.



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- **Builds Brand Equity** - Strong brands can lead to financial advantages through the concept of Brand Equity in which the brand itself becomes valuable. Such gains can be realized through the out-right sale of a brand or through licensing arrangements.

Q.6) [8 Marks]

Create a SWOT analysis for biomedical company, selling MRI equipment for Delta region.

Answer:

Internal Environment

Strengths (S)	Weaknesses (W)
<ul style="list-style-type: none">• Excellent sales staff with strong knowledge of existing products• Good relationship with customers• Good internal communications• High traffic location• Successful marketing strategies• Reputation for innovation	<ul style="list-style-type: none">• Currently struggling to meet deadlines - too much work?• High rental costs• Market research data may be out of date• Cash flow problems• Holding too much stock• Poor record keeping

External Environment

Opportunities (O)	Threats (T)
<ul style="list-style-type: none">• Similar products on the market are not as reliable or are more expensive• Loyal customers• Product could be on the market for Christmas• Customer demand - have asked sales staff for similar product	<ul style="list-style-type: none">• Competitors have a similar product• Competitors have launched a new advertising campaign• Competitor opening shop nearby• Downturn in economy may mean people are spending less



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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”.

Answer:

Students describe the contents of the wheelchair marketing plan according to the following five main sections:

Section 1: Situation Analysis

This introductory section contains an overview of your situation as it exists today and will provide a useful benchmark as you adapt and refine your plan in the coming months. Begin with a short description of your current product or service offering, the marketing advantages and challenges you face, and a look at the threats posed by your competitors. Describe any outside forces that will affect your business in the coming year--this can be anything from diminished traffic levels due to construction if you're a retailer or a change in law that could affect a new product introduction if you're an inventor, for example.

Section 2: Target Audience

All that's needed here is a simple, bulleted description of your target audiences. If you're marketing to consumers, write a target-audience profile based on demographics, including age, gender and any other important characteristics. B2B marketers should list your target audiences by category (such as lawyers, doctors, shopping malls) and include any qualifying criteria for each.

Section 3: Goals

In one page or less, list your company's marketing goals for the coming year. The key is to make your goals realistic and measurable so that you can easily evaluate your performance. "Increase sales of peripherals" is an example of an ineffective goal. You'd be in a much better position to gauge your marketing progress with a goal such as, "Increase sales of peripherals 10 percent in the first quarter, 15 percent in the second quarter, 15 percent in the third quarter and 10 percent in fourth quarter."



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Section 4: Strategies and Tactics

This section will make up the bulk of your plan, and you should take as much space as you need to give an overview of your marketing strategies and list each of the corresponding tactics you'll employ to execute them. Your tactics section should include all the actionable steps you plan to take for advertising, public relations, direct mail, trade shows and special promotions. You can use a paper calendar to schedule your tactics or use a contact manager or spreadsheet program--what matters most is that you stick to your schedule and follow through. A plan on paper is only useful if it's put into action.

Section 5: Budget Breakdown

The final section of your plan includes a brief breakdown of the costs associated with each of your tactics. So if you plan to exhibit at three trade shows per year, for example, you'll include the costs to participate in the shows and prepare your booth and marketing materials. If you find the tactics you've selected are too costly, you can go back and make revisions before you arrive at a final budget. You can adapt this plan as your business grows and your marketing programs evolve. Soon you'll find it's a simple tool you can't afford to be without.

All Best Wishes, Dr. Nabil Shalaby