



Biomedical Engineering

Marketing
Course Code: UNR331
Level: 300
Allowed Time: 1 Hour
05/04/2016
Second 2016/2017
Midterm Exam [20 Marks]



Faculty Of Engineering

Your Name (in Arabic): Program: Level:

All questions are in two pages.

Answer ALL the questions.

Q.1) [4 Marks]

Some define marketing as follows: Marketing is the strategies and tactics used to identify, create and maintain satisfying relationships with customers that result in value for both the customer and the marketer. **What is the missing word in this definition?, and Describe its effect in marketing process?**

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Q.2) [4 Marks]

How to study traffic outdoor advertisements' impact?

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Q.3) [4 Marks]

List three steps to define and improve your marketing mix.

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Q.4) [4 Marks]

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

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Q.5) [4 Marks]

Fill in the Spaces:

- a) The four types of customers are.....,, and
- b) 4Cs, presents the buyer's marketing mix as follows:.....,, and.....
- c) Example of unethical advertisement is
- d) Neuro-Researches (MRI & EEG) are used for
- e) Internet technologies are used to, and.....
- f) Competitive Marketing Strategies are, and.....
- g) If customers are looking for quality first, thenshould draw attention to
- h) Market Segmentation may classified into, and.....

All Best Wishes, Dr. Nabil Shalaby



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Model Answer – Marketing Midterm Exam

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Q.1) [4 Marks]

Some define marketing as follows: Marketing is the strategies and tactics used to identify, create and maintain satisfying relationships with customers that result in value for both the customer and the marketer. **What is the missing word in this definition?, and Describe its effect in marketing process?**

Answer:

The missing word is "competitor". His/her effect is leading the marketer to improve the process of attracting customers.

Q.2) [4 Marks]

How to study traffic outdoor advertisements' impact?

Answer:

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.

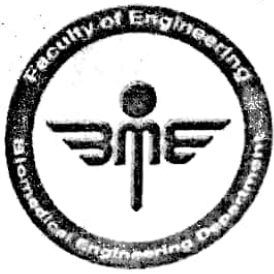
Q.3) [4 Marks]

List three steps to define and improve your marketing mix.

Answer:

Follow the following steps to define and improve your marketing mix:

- 1. Start by identifying the product or service that you want to analyze.**
- 2. Now go through and answer the 4Ps questions – as defined in detail above.**
- 3. Try asking "why" and "what if" questions too, to challenge your offer. For example, ask why your target audience needs a particular feature. What if you drop your price by 5%? What if you offer more colors? Why sell through wholesalers rather than direct channels? What if you improve PR rather than rely on TV advertising?**



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Q.4) [4 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.5) [4 Marks]

Fill in the Spaces:

Answer:

- a) The four types of customers are **existing, former, potential and repeated.**
- b) 4Cs, presents the buyer's marketing mix as follows: **Customer needs, Cost, Convenience and Communication.**
- c) Example of unethical advertisement is **unhealthy food advertisement for children.**
- d) Neuro-Researches (MRI & EEG) are used for **exploring brain-imaging for marketing research.**
- e) Internet technologies are used to **capture user information, consumer response and evaluations.**
- f) Competitive Marketing Strategies are **quality, reliability, efficiency, and value for money.**
- g) If customers are looking for quality first, then any marketing activity aimed at them should **draw attention to the high quality service you can provide.**
- h) Market Segmentation may classified into **Demographic, Behavioral, Geographical, Technological and Psychographic Segmentation.**

All Best Wishes, Dr. Nabil Shalaby