

Biomedical Engineering

**Marketing**  
Course Code: UNR331  
Level: 300  
Allowed Time: 1Hour  
/04/2019  
Second 2018 /2019  
Midterm Exam [20 Marks]



Faculty Of Engineering

Your Name (in Arabic): ..... Level: .....

FIVE questions are in ONE page

**Don't use pencil**

Answer ALL 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?. Describe its effect in marketing process?

Q.2) [4 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.3) [4 Marks]

Fill in the Spaces:

- a) The four types of customers are....., ....., and .....
- b) 4Cs, presents the marketing mix from the buyer's, rather than the seller's perspective as follows:  
....., ....., and .....
- c) For market segmentation, perform your market surgery using a scalpel, not a .....
- d) Marketers purse the corporate social responsibility (CSR) as a vital tool because .....

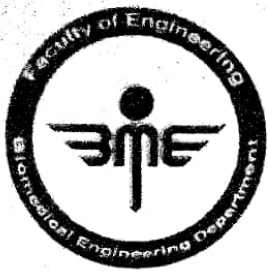
Q.4) [4 Marks]

Calculate the Net Promoter Score (NPC) for a biomedical company according to the following data:  
Total: 160 Customers, Promoters: 104, Passives: 32, Detractors: 24

Q.5) [4 Marks]

Create SWOT analysis for a biomedical company, selling Electromyography (EMG) equipment to the Egypt's market.

All Best Wishes, Dr. Nabil Shalaby



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## Model Answer

### 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?. 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 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.



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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.

**Q.3) [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) For market segmentation, perform your market surgery using a scalpel, not a chainsaw
- d) Marketers pursue the corporate social responsibility (CSR) as a vital tool because It's a good tool to enhance company' image at the whole market/country. Sponsorship, grants, helping specific categories of the society are some examples of what CSR can do.

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

**Calculate the Net Promoter Score (NPC) for a biomedical company according to the following data:**  
**Total: 160 Customers, Promoters: 104, Passives: 32, Detractors: 24**

**Answer:**

**Neglect Passives.**

**$NPS = (Promoters/Total - Detractors/Total) \%$**

**$NPS = (104/160 - 24/160) \%$**

**$NPS = 50\%$**



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

**Create SWOT analysis for a biomedical company, selling Electromyography (EMG) equipment to the Egypt's market.**

**Answer:**

**Internal Environment**

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

**External Environment**

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

**All Best Wishes, Dr. Nabil Shalaby**