



Biomedical Engineering

Marketing
Course Code: UNR331
Level: 300
Allowed Time: 2 Hours
May 28, 2019
Second 2018 /2019
Final Exam [50 Marks]



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Choose the correct answer

Answer ALL questions

2 Marks per question

Q.1

Success in the biomedical industry comes from a combination of great science and _____

- A. Strong Marketing B. Mass Production C. Skilled Labor

Q.2

Marketing is the strategies and tactics used to identify, create and maintain satisfying relationships with _____ that result in value for both _____ and the marketer.

- A. Sales Force
B. Customers
C. Media

Q3.

Marketing benefits the society by

- A. Encouraging many to cross the line in terms of ethical business behavior
B. Creating environment that leads to increase product prices
C. Developing products that satisfy needs

Q4.

It is unethical for marketing companies to aggressively promote unhealthy foods to children though such promotional practices are generally not viewed as illegal

- A. True B. False

Q5.

NPS stands for

- A. New Product Sale
B. Net Promoter Score
C. National Production Society

Q6.

Which of the following are the people who purchase new products almost as soon as the products reach the market?

- A. Early adopters B. Innovators C. Early majority



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Q.7

Which of the following is not an element of the marketing mix?

- A. Product
- B. Price
- C. People

Q.8

The extended 7Ps of the marketing mix include:

- A. People, Product, Place
- B. Price Physical Evidence, Promotion
- C. Physical layout, Processes, People

Q.9

Customer classification depends on:

- A. Potential profitability
- B. Projected loyalty
- C. Both a and b

Q.10

Types of marketing research for promotion include the following except

- A. Traffic studies
- B. Brand recognition
- C. Advertising testing

Q.11

Major New Purchase is one type of consumer purchase decisions, this is when:

- A. The purchase represents something new to a consumer but in the customer's mind is not a very important purchase.
- B. The consumer feels confident in making these decisions since they have previous experience purchasing the product.
- C. The product being purchased is important to the consumer but the consumer has little experience making these decisions.



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Q.12

Corporate social responsibility (CSR) is a vital tool to enhance images of large companies only.

A. True

B. False

Q.13

The Net Promoter Score (NPS) for a biomedical company according to the following data:

Total: 120 Customers, Promoters: 60, Passives: 42, Detractors: 18, is:

A. 55

B. 15

C. 35

Q.14

Sources of Anticipating Customer Needs include the following, except

A. Technological Advances

B. Internal & External Feedback

C. Advertisement campaigns

Q.15

For market segmentation, perform your market surgery using a scalpel, not a:

A. Knife

B. chainsaw

C. Scissors

Q.16

The main advantages of brands for marketers are the following, except:

A. Helps with product positioning

B. Helps for the product pricing

C. Helps Build Brand Loyalty

Q.17

Budget Breakdown is a major section of the marketing plan.

A. True

B. False

Q.18

It allows researchers to capture and transmit consumer response to surveys without the need to request consumers move to special survey facilities.

A. Global Positioning Systems (GPS)

B. Internet Enhanced Tracking

C. Virtual Reality and Simulations



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Q.19

Market Segmentation may be classified into the following, except:

- A. Psychographic B. Demographic C. Infographic

Q.20

The following steps may define and improve the marketing mix, except to:

- A. Capture user information, consumer response and evaluations
B. Identify the product or service that you want to analyze.
C. Try asking "why" and "what if" questions to challenge your offer.

Q.21

If customers are looking for quality first, then any marketing activity should draw attention to:

- A. The lowest product price you can provide.
B. The high quality service you can provide.
C. The quick aftersales service you can provide.

Q.22

The business plan identifies goals and missions of the business, while the marketing plan explains how the business will achieve, those goals and missions.

- A. True B. False

Q.23

It is Interactive and less expensive, but the consumer is unable to physically feel or try.

- A. Traditional marketing B. E- Marketing C. Guerrilla Marketing

Q.24

It is called "The Billion Dollar Tweet", as it was the evolution reason of this company:

- A. Amazon B. Apple C. Uper

Q.25

The Year 2018 Top 3 Best Global Brands are respectively:

- A. Apple, Microsoft and Google B. Apple, Google and Amazon C. Apple, Amazon and Google

2 Marks per question

Q.1

A. Strong Marketing

Q.2

B. Customers

Q3.

C. Developing products that satisfy needs

Q4.

A. True

Q5.

B. Net Promoter Score

Q6.

B. Innovators

Q.

C. People

Q.8

C. Physical Environment, Process, People

Q.9

C. Both a and b

Q.10

B. Brand recognition

Q.11

C. The product being purchased is important to the consumer but the consumer has little experience making these decisions.

Q.12

B. False

Q.13

C. 35

Q.

C. Advertisement campaigns

Q.15

B. chainsaw

Q.16

B. Helps for the product pricing

Q.17

A. True

Q.18

B. Internet Enhanced Tracking

Q.19

C. Infographic

Q.20

A. Capture user information, consumer response and evaluations

Q.21

B. The high quality service you can provide.

Q.22

A. True

Q.23

B. E- Marketing

Q.24

C. Uber

Q.25

B. Apple, Google and Amazon