



Biomedical Engineering

**Marketing**  
Course Code: UNR331  
Level: 300  
Allowed Time: 1 Hour  
01/04/2018  
Second 2017 /2018  
Midterm Exam [20 Marks]



Faculty Of Engineering

Student Name **(in Arabic)**: ..... Program:..... Level: .....

**All questions are in ONE page.**

**Answer ALL the questions.**

**Don't use pencil.**

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

Why some critics argue that the money-making motive of some marketers has encouraged many to cross the line in terms of ethical business behavior?. Give an example.

**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]**

Calculate the Net Promoter Score (NPC) for a biomedical company according to the following data:  
Total: 108 Customers, Promoters: 54, Passives: 29, Detractors: 26

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

Create SWOT analysis for a biomedical company, selling EMG equipment for MENA region.

**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) If customers are looking for quality first, then .....should draw attention to .....
- d) Market Segmentation may classified into ....., and.....



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**Model Answer**



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

**Why some critics argue that the money-making motive of some marketers has encouraged many to cross the line in terms of ethical business behavior?. Give an example.**

**Some marketing activities are legally permitted from the government, but unfortunately they are unethical and may harm others.**

**Example 1: Fried potato chips.**

**Example 2: Cellular antenna towers among inhabitant's areas.**

**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.

**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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## Model Answer



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

Calculate the Net Promoter Score (NPS) for a biomedical company according to the following data:  
Total: 108 Customers, Promoters: 54, Passives: 29, Detractors: 26

**Answer:**

Neglect Passives.

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

$NPS = (54/108 - 26/108) \%$

$NPS = 26\%$

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

Create SWOT analysis for a biomedical company, selling EMG equipment for MENA region.

**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>



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**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>

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

**Fill in the Spaces:**

- The four types of customers are **existing, former, potential** and **repeated**.
- 4Cs, presents the buyer's marketing mix: **Customer needs, Cost, Convenience** and **Communication**.
- 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**.
- Market Segmentation may be classified into **Demographic, Behavioral, Geographical, Technological** and **Psychographic Segmentation**.

All Best Wishes, Dr. Nabil Shalaby