



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, thenshould draw attention to
- d) Market Segmentation may classified into,, and.....