

Biomedical Engineering

Marketing
Course Code: UNR331
Level: 300
Allowed Time: 2 Hours
May. 24, 2018
Second 2017 /2018
Final Exam [50 Marks]



Faculty Of Engineering

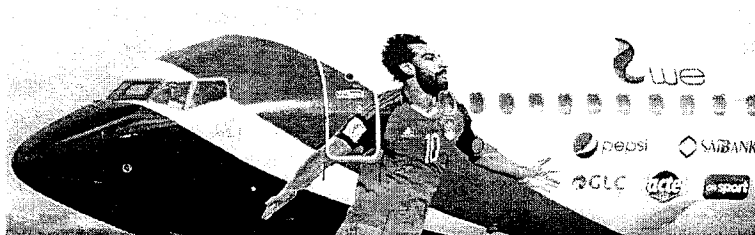
All questions are in one page.

Answer the seven questions.

Don't use pencil.

Q.1) [5 Marks]

From marketing perspective, discuss the pros and cons of Egypt football team airplane, which is mentioned in this picture



Q.2) [5 Marks]

How to study traffic outdoor advertisements' impact?

Q.3) [8 Marks]

How can marketers pursue the corporate social responsibility (CSR) as a vital tool?
Do you consider this concept is applicable for large companies only?

Q.4) [8 Marks]

Fill in the Spaces:

- a) The characteristics of modern marketers are.....,....., and.....
- b) For market segmentation, perform your market surgery using a scalpel, not a
- c) Public service advertising run advertisements through.....
- d) Skimming is a pricing strategy aims to.....

Q.5) [8 Marks]

What are the main advantages of brands for marketers?

Q.6) [8 Marks]

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

Q.7) [8 Marks]

Marketing Plan covers the following sections: 1.Situation Analysis, 2.Target Audience, 3.Goals, 4. Strategies and Tactics, and 5.Budget Breakdown.

Describe these sections (in brief) for a "Rehabilitation Wheelchair" Marketing Plan.

All Best Wishes, Dr. Nabil Shalaby