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