



سری سوال: یک ۱

زمان آزمون (دقیقه): نستی: ۱۰۰ تشریحی: ۰

تعداد سوالات: نستی: ۳۰ تشریحی: ۰

عنوان درس: MBA زبان تخصصی، زبان تخصصی (مدیریت اجرایی)، زبان تخصصی

رشته تحصیلی/کد درس: ۱۲۲۵۰۱۸، ۱۲۱۸۴۶۹، ۱۲۱۸۶۷۸، ۱۲۲۵۰۱۹، ۱۲۱۸۲۵۱، ۱۲۱۸۲۵۱

1- what is the process of planning and executing the conception, pricing, promotion and distribution of products?

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|---------------|----------------------------|
| 1. marketing | 2. human resource planning |
| 3. production | 4. procurement |

2- four Ps, i.e. product, price, promotion and place are elements of

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|-----------------------|------------------|
| 1. IMC | 2. marketing mix |
| 3. marketing strategy | 4. strategic mix |

3- which of the following refers to integrated marketing communication?

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|--------|--------|--------|--------|
| 1. DSS | 2. EIS | 3. IMC | 4. ERP |
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4- IMC is an ongoing business proces.

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|-------------|----------------|---------------|--------------|
| 1. tactical | 2. operational | 3. functional | 4. strategic |
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5- Todays a shif in marketplace ocured form manufactures to

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|--------------|--------------|----------|----------------|
| 1. retailers | 2. suppliers | 3. banks | 4. governments |
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6- Telemarketing, direct mail and direct- response advertising are methods of

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|-----------------|----------------------|--------------------|--------------------|
| 1. distribution | 2. direct- marketing | 3. public relation | 4. sales promotion |
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7- which of the following refers to coordination of all seller- initiated efforts to set up channels of information and persuasion in order to sell products?

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|------------|----------|--------------|----------|
| 1. product | 2. place | 3. promotion | 4. price |
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8- which of the following refers to any paid form of no personal communication about a product by an identified sponsor?

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|---------------------|--------------------|--------------------|----------------|
| 1. direct marketing | 2. sales promotion | 3. public relation | 4. advertising |
|---------------------|--------------------|--------------------|----------------|

9- which of the following refers to non-personal communications regarding an product not directly paid for or run under identified sponsorship?

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|----------------|--------------------|----------------|--------------|
| 1. advertising | 2. sales promotion | 3. sponsorship | 4. publicity |
|----------------|--------------------|----------------|--------------|

10- which of the following refers to person to person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company products?

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| 1. personal selling | 2. interactive marketing |
| 3. structural marketing | 4. public marketing |



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11- what is a written document that describes the overall marketing strategy and programs developed for an organization?

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| 1. R&D plan | 2. R&D communication |
| 3. marketing plan | 4. marketing communication |

12- For most firms, the promotional plan is an integral part of

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| 1. HRM strategy | 2. R&D strategy |
| 3. communication strategy | 4. marketing strategy |

13- assesses relevant areas involving the product and the firm itself.

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| 1. Internal analysis | 2. External analysis |
| 3. Public analysis | 4. Economic analysis |

14- focuses on factors such as characteristics of the firm, s customers, market segments, positioning strategies and competitors.

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|----------------------|----------------------|------------------------|---------------------|
| 1. External analysis | 2. Internal analysis | 3. Firm's capabilities | 4. Firm's resources |
|----------------------|----------------------|------------------------|---------------------|

15- refers to what is to be accomplished by the overall marketing program.

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| 1. HRM objectives | 2. Marketing objectives |
| 3. Production objectives | 4. Financial objectives |

16- refers to what the firm seeks to accomplish with its promotional mix.

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| 1. Accounting objectives | 2. R & D objectives |
| 3. Communication objectives | 4. Procurement objectives |

17- Any organization should have a to guide the allocation of its resources.

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| 1. IMC | 2. ROI |
| 3. stakeholder analysis | 4. strategic marketing plan |

18- which of the following is equivalent to market segments?

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| 1. target markets | 2. business markets |
| 3. consumer markets | 4. leading markets |

19- is dividing up a market into distinct groups.

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| 1. Marketing mix | 2. Market segmentation |
| 3. Market targeting | 4. Market positioning |

20- Dividing the market on the basis of personality and/or lifestyle is referred to as

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| 1. loyalty segmentation | 2. benefit segmentation |
| 3. psychological segmentation | 4. geographic segmentation |



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21- involves marketing in a number of segments, developing separate marketing strategies for each.

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| 1. Standard marketing | 2. Commodity marketing |
| 3. Differentiated marketing | 4. Basic marketing |

22- which of the following is the first step of target marketing process?

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| 1. identifying markets with unfulfilled needs | 2. determining market segmentation |
| 3. selecting a market to target | 4. positioning through marketing strategies |

23- refers to the art and science of fitting the product to one or more segments of the broad market.

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| 1. Marketing research | 2. Market segmentation |
| 3. Market targeting | 4. Market positioning |

24- occurs because of declining or stagnant sales or because of anticipated opportunities in other market positions.

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| 1. Repositioning | 2. positioning by cultural symbols |
| 3. positioning by product class | 4. positioning by product user |

25- The term refers to what a product or brand means to consumers and what they experience in purchasing and using it.

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|-----------------------|----------------------|
| 1. mass symbolism | 2. memory symbolism |
| 3. learning symbolism | 4. product symbolism |

26- is the place element of the marketing mix, are "sets of interdependent organizations involved in the process of making a product or service available for use or consumption.

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| 1. marketing channels | 2. marketing strategy |
| 3. marketing tactics | 4. marketing goals |

27- is the process of determining how to move to a desired future state.

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| 1. Tactical planning | 2. Strategic planning |
| 3. Functional planning | 4. Operational planning |

28- A mission statement defines the purpose of an organization. "purpose" means ...

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| 1. aim | 2. strategy | 3. planning | 4. procedure |
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29- is the smallest unit around which a business develops a strategy.

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|--------------------------|----------------------------------|
| 1. product business unit | 2. R&D business unit |
| 3. HRM business unit | 4. Strategic business unit (SBU) |



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30-with inventory systems, products arrive just as they are needed.

1. CRM

2. DSS

3. just in time (JIT)

4. ERP