

سری سوال: یک ۱

زمان آزمون (دقیقه): ۸۰ تشریحی: ۰

تعداد سوالات: ۴۰ تشریحی: ۰

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

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

1-The basic task of marketing is combining into a marketing program to facilitate the potential for exchange in the market place.

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|--|-------------------------------------|
| 1. Financial, experiential, psychological values | 2. Product, price, place, promotion |
| 3. Products and services | 4. Specific wants and needs |

2-The goal of contemporary perspective of IMC is both to generate short-term and build long-term brand and shareholder value.

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|-----------------------|-----------------------|
| 1. Strategic process | 2. Internal audiences |
| 3. External audiences | 4. Financial returns |

3-One of the characteristics of marketing revolution is the rapid growth of i.e. the use of customers geographic, demographic information by marketers to target consumers through more direct marketing methods.

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| 1. Database marketing | 2. Retailers |
| 3. Retailers | 4. Retailers |

4-The sum of all points of encounter or contact that consumers have with the brand, which extends beyond the experience or outcome of using it is referred to as

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|--------------|-------------------|-------------------|-------------|
| 1. Packaging | 2. Valuable brand | 3. Brand identity | 4. Branding |
|--------------|-------------------|-------------------|-------------|

5-Which one is NOT among the tools of promotional mix?

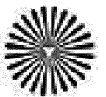
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|---------------------|------------------------|
| 1. Personal selling | 2. Publicity relations |
| 3. Direct marketing | 4. Media preferences |

6-All of the followings are true about "publicity" EXCEPT.....

1. It involves no personal communication to mass audiences
2. It is credible
3. It is directly paid for by the company
4. It is not always under the control of an organization

7-Which of the followings is true about "personal selling"?

1. It involves indirect contact between buyer and seller
2. It receives immediate and precise feedback of the customers
3. It cannot be targeted to specific markets and customers
4. It lacks flexibility



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8-Integrated marketing communication plan provides a framework for

1. Developing advertising
2. Implementing and controlling the products
3. Developing, implementing and controlling the organization's IMC program
4. Persuading the audience

9-An IMC program starts with

1. Determining which IMC tools will persuade the target audience and influence their behavior
2. Writing a document that describes the overall marketing programs of an organization
3. Combining various promotional mix elements
4. Deciding how to distribute the total communications budget

10-Which of the following factors are considered as "internal factors" in situation analysis?

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|-----------------------------------|---------------------------|
| 1. Customer assessment | 2. Competitive analysis |
| 3. Firm or brand image assessment | 4. Environmental analysis |

11-Which of the following questions are related to "customer analysis" of external factors?

1. Who are our direct and indirect competitors?
2. Does our product have any unique selling points?
3. What are our product key benefits?
4. What social factors might influence the purchase decision?

12-Creating awareness about a product and its attributes or benefits can be classified among

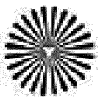
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| 1. Marketing objectives | 2. Communication objectives |
| 3. Monitoring plan | 4. Evaluation program |

13-Competition in the market place that range from to must be carefully analyzed by the manager.

1. Indirect brand competition/ direct form of competition
2. Indirect brand competition/ indirect form of competition
3. Direct brand competition/ indirect form of competition
4. Direct brand competition/ direct form of competition

14-The focus of market-driven companies is on developing andrelationship with their customers.

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|--------------|--------------|---------------|--------------|
| 1. Acquiring | 2. Releasing | 3. Sustaining | 4. Competing |
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15-The successes and of past programs should be reviewed.

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| 1. Purposes | 2. Agencies | 3. Clients | 4. Failures |
|-------------|-------------|------------|-------------|

16-Developing an international marketing strategy allows a business to be or willing to take action before environmental pressure forces a strategy.

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| 1. Proactive | 2. Subsidiary | 3. Unique | 4. Evaluated |
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17-Consumer goods that are have a longer channel of distribution.

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|--------------|------------|--------------|-------------|
| 1. Shortened | 2. Carried | 3. Performed | 4. Screened |
|--------------|------------|--------------|-------------|

18-Most often,transport includes using containerized shipping linked to track transport.

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|--------------|---------------|-----------|-----------|
| 1. Inventory | 2. Intermodal | 3. Inland | 4. Issued |
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19-The marketing strategies of companies pursuing religion-based marketing are based on the religious and the power of religion to attract.

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|---------------|-----------------|---------------|-----------|
| 1. majorities | 2. Shareholders | 3. Minorities | 4. Appeal |
|---------------|-----------------|---------------|-----------|

20-Marketers attempt to identify, those that are important to consumers and the basis for making a purchase decision.

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| 1. Salient Competitors | 2. Outstanding relieves |
| 3. Salient attributes | 4. Special Campaigns |

21-At a more general level, marketers must recognize they are competing for the consumer's income.

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| 1. Discretionary | 2. Opportunity | 3. Equity | 4. Subsidiary |
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22-The must consider which promotional tools to use and how to integrate them to achieve objectives.

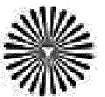
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| 1. Promotional situation | 2. Promotional analysis |
| 3. Public relations | 4. Promotional mix elements |

23-Cultural differences can inside an organization.

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| 1. Add to complexity | 2. Increase conflicts |
| 3. Lead to conflicts | 4. Remove conflicts |

24-The more marketers segment the market, the is their understanding of it, and the consumers there are in each segment.

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|------------------------|---------------------------|
| 1. Less precise/ more | 2. Less detailed/ fewer |
| 3. More precise/ fewer | 4. More complicated/ more |



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25- Dividing consumers into groups based on their loyalty and buying responses to a product is referred to as segmentation.

1. Behavioristic 2. Geographic 3. Demographic 4. Psychographic

26- Selecting one segment and attempting to capture a large share of that market is called marketing.

1. Undifferentiated 2. Differentiated 3. Concentrated 4. Segmented

27- The process of "Target marketing" starts with

1. Positioning through marketing strategies 2. Determining market segmentation
3. Selecting a market to target 4. Identifying markets with unfulfilled needs

28- Target market identification isolates consumers with

1. Different lifestyles 2. Different programs
3. Similar lifestyles 4. Similar wants

29- Selecting a brand apart from its competitors on the basis of the specific characteristics or benefits it offers is called positioning by

1. Price/quality 2. Attributes and benefits
3. Use or application 4. Cultural symbols

30- Positioning strategies focus on either the consumer or the competition. The former concentrate on creating a favorable brand image, the latter approach positions the product by comparing it. The former refers to as positioning by considering

1. Consumer 2. Competition
3. Both consumer and competition 4. Neither consumer nor competition

31- The goal of is to create demand among consumers and encourage them to request the product from the retailer.

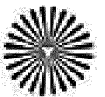
1. Promotional push strategy 2. Promotional pull strategy
3. Demand strategy 4. Selective demand strategy

32- An intangible asset of added value resulted from the favorable image, impressions of differentiation and consumer attachment to company name is called

1. Brand loyalty 2. Brand equity 3. Brand extension 4. Branding

33- Which one is NOT among the strategies that businesses pursue to enter international markets?

1. Exporting 2. Contracting
3. Joint venture 4. Investment regulations



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34-The environment that forces companies and governments to extend their environmental scanning outside of the country and shorten the scope of their strategic planning is

1. Micro environment
2. Macro environment
3. Turbulent environment
4. Placid environment

35-A system of distribution whose products arrive just as they are needed and reduce storing is called

1. EMC
2. 7-Eleven Japan
3. Just-in-time
4. A short channel of distribution system

36-The factors which make channel captains powerful leaders in a distribution system are

1. Their ability to reward and punish channel members
2. Their knowledge of their product-market
3. Their intermediaries
4. Both a and b

37-An intermediary that helps products move through customs is a

1. Custom broker
2. Custom clear
3. Obsolescent
4. Embargo

38-FTZ is an area designated by a country as a specialized zone where products may be exempt from duties. "Exempt" means

1. Join
2. Free
3. Receive
4. Charge

39-Which one is NOT a duty of Muhtasib?

1. Preventing men from going into women's markets
2. Dividing markets based on the type of the product
3. Preventing the sale of products declared impermissible in Islam
4. Preventing Dwellers in the market to greet each other

40-An Islamic market is composed ofmarkets.

1. Primary and emergency
2. Primary and Secondary
3. a number of emerging
4. Primary, secondary and emerging