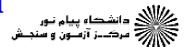
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اخبار پیام نور - پی ان یو نیوز

زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰

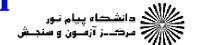
تعداد سوالات: تستى: ٣٠ تشريحى: .

وان درس: MBA زبان تخصصی،زبان تخصصی (مدیریت اجرایی)،زبان تخصصی رشته تحصیلی/کد درس: ۱۲۱۸۲۵۱ -۱۲۲۵۰۱۸-۱۲۲۵۰۱۸-۱۲۱۸۶۶۹ ۱۲۱۸۶۶۸

1-The customer's perception of all benefits of a product or service weighted against all the costs of				
acquiring and consuming that product is called				
1. benefits	2. value	3. brand	4. cost	
-	ect marketing agencies wer	e generally viewed as auxil	iary services.	
"Auxiliary" means				
1. dependent	2. helpful	3. temporary	4. extensive	
3-The advertising induster	ry soon recognized that IMC	C was more than just a fad.	" Fad" means	
1. fashion	2. obstacle	3. clamp	4. defect	
4-IMC is a strategic busine	ess process used to plan coo	rdinated persuasive brand	communications	
programs, "Persuasive" i	neans			
1. continious	2. ongoing	3. convincing	4. basic	
5-Some dishonest employers stilltheir employees by paying them less money than they deserve.				
1. distribute	2. evaluate	3. exploit	4. restrict	
6-With the increased intre	st on law carbohydrates pro	oducts recently food compa	nies introduced their	
low-carb products to the marker. It means that they				
1. have done an external analysis of the marketing environment				
2. internally have assessed their products				
3. have reviewed their previous objectives				
4. they have assessed their packaging				
7-Promotional budgets often determines a percentage of brand's sales revenue. "Revenue" means				
1. publish	2. income	3. purpose	4. salary	

صفحه ۱ از ۵ =

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اخبار پیام نور - پی ان یو نیوز

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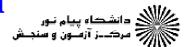
تعداد سوالات: تستى: ٣٠ تشريحى: .

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

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

8-BMW plans to introduce four new models in 2006 in markets." Niche markets" means	an attempt to compete in various niche		
1. homogenous markets	2. heterogonous markets		
3. suitable markets	4. competitive markets		
9-Which one is NOT related to positioning?			
1. it is the key factor in communicating the benefits of a product			
2. it is related to the image of the product relative to competing products			
3. it is putting the brand in the mind of consumer	COM		
4. it is about the process of building a brand	peting products		
10-In positioning a product, marketers attempt to identify	fy salient attributes. "Salient attributes" are		
	collin		
1. the benefits which are the basis for making a purchase decision by consumers			
2. brands that are sold by a certain retailor	16		
3. successful small brands that compete with other brands			
4. benefits of a brand to consumers			
11-The second stage of strategic planning is SWOT analysis. "SWOT" stands for			
1. strengths/weaknesses/opportunities/threats	2. strengths/weights/outputs/turbulents		
3. strategies/ weights/opportunities/tactics	4. strategies/weaknesses/outputs/tactics		
12-Businesses operating in turbulent environments mus	t develop strategic plans for shorter time		
periods."Turbulent" means			
1. fuzziness 2. elusive	3. disturbance 4. problematic		
13-A strategy that a country adopts to support competitiveness is called			
1. deregulation policy	2. business incubator		
3. governmental regulations	4. industerial policy		

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زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰

تعداد سوالات: تستى: ٣٠ تشريحى: .

عنــــوان درس: MBA زبان تخصصی،زبان تخصصی (مدیریت اجرایی)،زبان تخصم رشته تحصیلی/کد درس: ۱۲۱۸۲۵۱ -۱۲۲۵۰۱۸-۱۲۲۵۰۱۸-۱۲۱۸۶۷۸

14-1	Which	of below	sentences is	correct a	bout IMC?
1 -	V V I I I C I I	OI DCIOW	SCITICITICS IS	correcta	DOUL HATCE

- 1. The process of IMC calls for a "small-picture" approach to planning marketing and promotion programs
- 2. The advertising industry soon recognized that IMC was less than just a fad.
- 3. Critics of IMC argue that it merely reinvents and renames existing ideas
- 4. IMC is the abbreviation of international marketing communication
- 15-Demographics means.....
 - جمعیت شناختی 1.
- جغرافيايي، 2
- 3. رفتاری
- 16-While the debate over the value and relevance of IMC (Integrated Marketing Communication) is likely to continue, proponents of the concept far outnumber the critics. "Critics" is opposite of
 - 1. Proponents
- 2. Experts
- 3. researchers
- Executives
- 17-Through coordinating their marketing communications efforts, companies can avoid duplication. take advantage of _____among promotional tools, and develop more efficient and effective marketing communications programs.
 - 1. Synergy
- 2. Generation
- 3. Understanding
- 4. Diversity

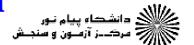
- - 1. distributing customers

2. potential customers

3. retail customers

- 4. supporting customers
- 19-Which of below ones is the best-known and most widely discussed form of promotion?
 - **1.** Personal selling
- 2. Sales promotion
- 3. Publicity
- 4. Advertising

- 20-Which of below sentences is CORRECT about "publicity"?
 - **1.** Advertising usually comes in the form of a news story or editorial.
 - 2. Publicity like advertising is not directly paid for by the company.
 - 3. Techniques used to gain advertising include news releases or press conferences.
 - 4. Publicity like advertising, involves no personal communication.



اخبار پیام نور - پی ان یو نیوز

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

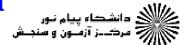
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21-Which of below ones does have the purpose of establishing and maintaining a positive image of the company among its various publics?			
 advertising sales promotion 	3. Public relation4. personal selling		
22-What is the first step in the IMC planning process?			
1. to monitor programs	2. to evaluate programs		
3. to review the marketing plan and objectives	4. to execute programs		
23-Which of the following factors is NOT related to Ext	ternal Analysis?		
1. Customer factors	2. Environmental factors		
3. Competitive factors	4. Strengths and Weaknesses of Product		
24-Competitive advantage can also be achieved through	n advertising that creates and maintains product		
differentiation and brand equity. "Differentiation" m	eans		
انطباق 2. عمايز	پشتیبانی ^{4.}		
25-Dividing the market on the basis of family size refers to			
1. Psychographic Segmentation	2. Behavioristic Segmentation		
3. Demographic Segmentation	4. Geographic Segmentation		
26-Brand equity can be thought of as an intangible asset of added value or goodwill that results from the			
favorable image. "Intangible asset" means			
سرمایه اجتماعی 1.	دارایی نامشهود ^{2.}		
سرمایه فیزیکی سازمان ^{3.}	دارایی معنوی 4.		
27-The company may useto interest wholesalers and retailers and motivate them to purchase			
its products for resale to their customers.			
1. direct marketing 2. interactive media	3. trade publicity 4. trade advertising		
28-The lowest level of commitment to international marketing is			
1. indirect exporting	2. wholly-owned subsidiary		
3. direct exporting	4. direct investment		

پی ان یو نیوز مرجع دانلود رایگان نمونه سوال و اخبار پیامر نور

صفحه 4 از ۵ =

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زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: .

تعداد سوالات: تستى: ٣٠ تشريحى: .

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

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

- 29-Channel captains gain power through their ability to reward or punish channel members and through their knowledge of their product-market. "To reward" means
 - تنبیه کردن 1.
- یشتیبانی کردن .2
- هدایت کردن ^{3.}
- ياداش دادن 4.
- 30-After selecting a market to target, what stage should be followed in the target marketing process?
 - 1. Identifying markets with unfulfilled needs
- 2. Positioning through marketing strategies

3. Determinig market segmentation

4. Auditing the market share

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صفحه ۵ از ۵ ن

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شـمارد سـواك	پاسخ صحیح	وضعيت كليد
1	ب	عادي
2	ب	عادي
3	الف	عادي
4	5	عادي
5	5	عادي
- 6	الف	عادي
7	ب	عادي
8	ج	عادي
9	7	عادف
10	الف	عادي
11	الف	عادي
12	3	عادي
13	3	عادي
14	3	عادي
15	الف	عادي
16	الف	عادي
17	الف	عادي
18	77	عادي
19	1 3	عادي
20	3	عادي
21	3	عادي
22	ج	عادي
23	2	عادي
24	الف	عادي
25	ج	عادي
26	ب	عادي
27	7	عادي
28	الف	عادي
29	۲	عادي
30	ب	عادي