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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

2-Sales promotion and direct marketing agencies were generally viewed as auxiliary services.

"Auxiliary" means

1. dependent 2. helpful 3. temporary 4. extensive

3-The advertising industry soon recognized that IMC was more than just a fad. "Fad" means

1. fashion 2. obstacle 3. clamp 4. defect

4-IMC is a strategic business process used to plan coordinated persuasive brand communications programs. "Persuasive" means.....

1. continuous 2. ongoing 3. convincing 4. basic

5-Some dishonest employers still.....their employees by paying them less money than they deserve.

1. distribute 2. evaluate 3. exploit 4. restrict

6-With the increased interest on low carbohydrates products recently food companies introduced their low-carb products to the market. 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



8-BMW plans to introduce four new models in 2006 in an attempt to compete in various niche markets. "Niche markets" means

- | | |
|-----------------------|-------------------------|
| 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
4. it is about the process of building a brand

10-In positioning a product, marketers attempt to identify salient attributes. "Salient attributes" are

1. the benefits which are the basis for making a purchase decision by consumers
2. brands that are sold by a certain retailer
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 must 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 |



14- Which of below sentences is correct about IMC?

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.....

1. جمعیت شناختی
2. جغرافیایی
3. رفتاری
4. روانشناختی

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
4. 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

18- "Prospective customers" of a company are in fact its

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.



21- Which of below ones does have the purpose of establishing and maintaining a positive image of the company among its various publics?

1. advertising 2. sales promotion 3. Public relation 4. 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 External Analysis?

1. Customer factors 2. Environmental factors
3. Competitive factors 4. Strengths and Weaknesses of Product

24- Competitive advantage can also be achieved through advertising that creates and maintains product differentiation and brand equity. "Differentiation" means.....

1. تمایز 2. انطباق 3. تمرکز 4. پشتیبانی

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.....

1. سرمایه اجتماعی 2. دارایی نامشهود
3. سرمایه فیزیکی سازمان 4. دارایی معنوی

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



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

1. تنبیه کردن
2. پشتیبانی کردن
3. هدایت کردن
4. پاداش دادن

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. Determining market segmentation
4. Auditing the market share

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شماره سوال	پاسخ صحیح	وضعیت کلید
1	ب	عادي
2	ب	عادي
3	الف	عادي
4	ج	عادي
5	ج	عادي
6	الف	عادي
7	ب	عادي
8	ج	عادي
9	د	عادي
10	الف	عادي
11	الف	عادي
12	ج	عادي
13	د	عادي
14	ج	عادي
15	الف	عادي
16	الف	عادي
17	الف	عادي
18	ب	عادي
19	د	عادي
20	د	عادي
21	ج	عادي
22	ج	عادي
23	د	عادي
24	الف	عادي
25	ج	عادي
26	ب	عادي
27	د	عادي
28	الف	عادي
29	د	عادي
30	ب	عادي