



1-The focus of market-driven companies is on developing and sustaining relationship with their

1. customers 2. competitors 3. government 4. suppliers

2-The integrated marketing communication approach seeks to have

1. more benefit and less costs
2. a non-consistent, non-unified image to the marketplace
3. only some of a company's marketing project a unified image to the marketplace
4. all of a company's marketing and promotional activities project a unified image to the marketplace

3-Which of the followings refers to IMC in marketing field?

1. integrated management communication 2. integrated marketing company
3. integrated marketing communication 4. internal marketing communication

4-Which of below choices can be regarded as an internal audience in IMC?

1. employee 2. suppliers 3. prospect 4. customer

5-..... brands have the power to command a premium price from consumers as well as investors.

1. defender 2. weak 3. strong 4. laggard

6-In addition to the decline in audience size for many media, marketers are facing the problem of consumers being less responsive to advertising.

1. modern 2. social net 3. internet 4. traditional

7-..... a form of person to person communication in which a seller attempts to assist and/ or persuade buyers to purchase products.

1. personal selling 2. advertising 3. publicity 4. public relation

8-Advertising is the best-known and most widely discussed form of promotion, probably because of its

1. pervading 2. pervade 3. pervasiveness 4. pervasive



9-How does a company identify market opportunity?

1. By recognizing the competing for consumer's income.
2. By analyzing the marketing strategy development.
3. By providing superior customer service.
4. By examining the market place.

10-Consumer-oriented sales promotion is targeted to of a product or service.

1. ultimate producer
2. ultimate user
3. first producer
4. first user

11-The grouping of consumers on the basis of attributes sought in a product is known as

1. benefit segmentation
2. psychographic segmentation
3. geographic segmentation
4. demographic segmentation

12-Which below sentence is correct about "public relation" ?

1. It is a form of company to company communication.
2. It allows sellers to tailor the message to the customers' needs.
3. It establishes and maintains a positive image of the company among the community.
4. It's efforts can be targeted to all markets with different kinds.

13-A firm with a strong reputation and/or image is already a step ahead when it comes to marketing its products or services. "Reputation" means :

1. نگرش
2. شهرت
3. تصویر ذهنی
4. احساسات

14-Which of below is related to external analysis?

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

15-..... a product usually occurs because of declining or stagnat sales.

1. after sales service
2. packaging
3. repositioning
4. labelling



16-In what terms are marketing objectives often stated?

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|---------------------|---------------------------------------|
| 1. economy of scale | 2. learning curve |
| 3. R&D | 4. market share, sales, profitability |

17-Economics of are lost as the firm tailors its marketing mix to the needs of a smaller audience group.

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|---------------|----------|----------|--------------|
| 1. technology | 2. scale | 3. scope | 4. marketing |
|---------------|----------|----------|--------------|

18-This stage of the IMC planning process is designed to provide managers with continual feedback concerning the effectiveness of the IMC program, which in turn can be used as input into the planning process.

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|----------|-----------|----------|----------|
| 1. first | 2. second | 3. third | 4. final |
|----------|-----------|----------|----------|

19-What is the first step in the target marketing process?

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

20-Declining or stagnant sales or anticipated opportunities in other market positions lead marketers to

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|--------------------|-----------------------------------|
| 1. Repositioning | 2. Concentration |
| 3. Differentiation | 4. Reviewing marketing objectives |

21-They assume there will be a placid environment,there is very little change."placid" means:

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|---------|-------------|------------|--------------|
| 1. calm | 2. possible | 3. elusive | 4. fuzziness |
|---------|-------------|------------|--------------|

22-What is an Islamic Market?

1. It is a religious market.
2. It is where the Muslims live.
3. It is where the target consumer is a Muslim.
4. It is where the market has some religious people.



23-Most international businesses operate in a turbulent environment where environmental change often is rapid and unpredictable "turbulent environment" means :

1. محیط ساده 2. محیط آشفته 3. محیط پیچیده 4. محیط آرام

24-Intermediaries don't include.....

1. brokers 2. agents 3. suppliers 4. whole salers

25-"Declining or stagnant sales or anticipated opportunities in other market positions" are the causes of

1. Repositioning a product 2. product designing
3. demanding products 4. product maintaining

26-"Brand equity" means

1. ارزش ویژه برند 2. هویت برند 3. خطی مشی برند 4. مأموریت برند

27-"Some environmental changes often is rapid and unpredictable". "unpredictable" means

1. قابل حدس زدن 2. غیر قابل پیش بینی 3. پیش بینی شده 4. قابل پیش بینی

28-A(n).....is an intermediary that helps products move through customs.

1. agency 2. customers broker 3. company 4. broker

29-Islamic marketing addresses the current marketing thought and practice within the over all framework of theof Islam.

1. religion 2. convention 3. outline 4. appeal

30-Most of pre-Islamic Arab markets were

1. private 2. seasonal 3. ethical 4. annual

وضعیت کلید	پاسخ صحیح	شماره سوال
عادي	الف	۱
عادي	د	۲
عادي	ج	۳
عادي	الف	۴
عادي	ج	۵
عادي	د	۶
عادي	الف	۷
عادي	ج	۸
عادي	د	۹
عادي	ب	۱۰
عادي	الف	۱۱
عادي	ج	۱۲
عادي	ب	۱۳
عادي	د	۱۴
عادي	ج	۱۵
عادي	د	۱۶
عادي	ب	۱۷
عادي	د	۱۸
عادي	الف	۱۹
عادي	الف	۲۰
عادي	الف	۲۱
عادي	ج	۲۲
عادي	ب	۲۳
عادي	ج	۲۴
عادي	الف	۲۵
عادي	الف	۲۶
عادي	ب	۲۷
عادي	ب	۲۸
عادي	الف	۲۹
عادي	ب	۳۰