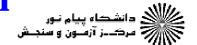
# پی ان یو نیوز مرجع دانلود رایگان نمونه سوال و اخبار پیامر نور www.PnuNews.com

صفحه ۱ از 4 =

دانلود نمونه سوالات پیام نور www.PnuNews.com



**1010/101072008** 

اخبار پیام نور - پی ان یو نیوز

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

تعداد سوالات: تستى: ٣٠ تشريحى: .

عنسوان درس: MBA زبان تخصصی،زبان تخصصی (مدیریت اجرایی)،زبان تخصصی رشته تحصیلی/کد درس:۱۲۱۸۲۵۱ -۱۲۲۵۰۱۸-۱۲۲۵۰۱۸-۱۲۱۸۶۷۹

| 1-The focus of market_  | driven companies is on dev   | veloping and sustaining rel         | ationship with their |
|---|------------------------------|-------------------------------------|----------------------|
| 1. customers  | 2. competitors               | 3. government                       | 4. suppliers         |
| 2-The integrated market   | ing communication appro      | ach seeks to have                   |                      |
| 1. more benefit and les   | s costs                      |                                     |                      |
| 2. a non-consistent, no   | on-unified image to the mark | etplace                             |                      |
| 3. only some of a comp  | any's marketing project a un | ified image to the marketplac       | e                    |
| 4. all of a company's marketing and promotional activities project a unified image to the marketplace   |                              |                                     |                      |
| 3-Which of the following  | gs refers to IMC in market   | ing field?                          |                      |
| 1. integrated management communication 2. integrated marketing company  |                              |                                     | ng company           |
| 3. integrated marketing communication   |                              | 4. internal marketing communication |                      |
| 4-Which of below choic  | es can be regarded as an in  | nternal audience in IMC?            |                      |
| 1. employee   | 2. <sub>suppliers</sub>      | 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 persuade buyers to pu  |                              | on in which a seller attemp         | ts to assist and/ or |
| 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         |

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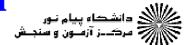
| 9-How does a comp       | any identify market opportu                | nity?                          |  |  |
|-------------------------|--|--------------------------------|--|--|
| 1. By recognizing       | the competing for consumer's               | income.                        |  |  |
| 2. By analyzing th      | e marketing strategy developn              | nent.                          |  |  |
| 3. By providing su      | 3. By providing superior customer service. |                                |  |  |
| 4. By examining t       | he market place.                           |                                |  |  |
| 10-Consumer_orient      | ed sales promotion is target               | ed to of a product or          | service.                               |  |
| 1. ultimate producer    |  | 2. ultimate user               |  |  |
| 3. first producer       | 3. first producer 4. first user            |                                |  |  |
| 11-The grouping of c    | onsumers on the basis of att               | ributes sought in a product is | s known as                             |  |
| 1. benefit segmen       | ation                                      | 2. psychographic segn          | nentation                              |  |
| 3. geographic seg       | mentation                                  | 4. demographic segme           | entation                               |  |
|                         | tence is correct about "public             |                                |  |  |
| 2. It allows sellers    | to tailor the message to the cus           | stomers' needs.                |  |  |
| 3. It establishes ar    | d maintains a positive image o             | f the company among the comm   | nunity.                                |  |
| 4. It's efforts can b   | e targeted to all markets with o           | lifferent kinds.               |  |  |
| 13-A firm with a stro   | ng reputation and/or image                 | is already a step ahead when   | it comes to marketing its              |  |
| products or service     | ees. "Reputation" means:                   |                                |  |  |
| نگرش .1                 | شهرت .2                                    | تصویر ذهنی 3۰                  | احساسات 4۰                             |  |
| 14-Which of below i     | s related to external analysis             | ?                              |  |  |
| 1. Customer Analysis    |  | 2. Environmental Ana           | 2. Environmental Analysis              |  |
| 3. Competitive Analysis |  | 4. Strengths and Weal          | 4. Strengths and Weaknesses of Product |  |
| 15 a product            | usually occurs because of de               | eclining or stagnat sales.     |  |  |
| 1. after sales service  |  | 2. packaging                   | 2. packaging                           |  |

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3. repositioning

4. labelling

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| 16-In what terms are n   | narketing objectives often   | stated?                        |                               |  |  |
|--|------------------------------|--------------------------------|-------------------------------|--|--|
| 1. economy of scale  |                              | 2. learning curve              | 2. learning curve             |  |  |
| 3. R&D   |                              | 4. market share, sa            | les , profitability           |  |  |
| 17-Economics of  | are lost as the film tailors | its marketing mix to the nee   | eds of a smaller audience     |  |  |
| group.   |                              |                                |                               |  |  |
| 1. technology  | 2. scale                     | 3. scope                       | 4. marketing                  |  |  |
| 18-This stage of   | of the IMC planning proc     | ess is designed to provide m   | anagers with continual        |  |  |
| feedback concernin   | g the effectiveness of the   | IMC program, which in tur      | n can be used as input into   |  |  |
| the planning proces  | SS.                          | NS.                            |                               |  |  |
| 1. first   | 2. second                    | 3. third                       | 4. final                      |  |  |
| 19-What is the first step  | p in the target marketing    | process?                       | com                           |  |  |
| 1. identifying marke   | ets with unfulfilled needs   | ×15                            |                               |  |  |
| <ol> <li>What is the first step in the target marketing process?</li> <li>identifying markets with unfulfilled needs</li> <li>determining market segmentation</li> <li>selecting a market to target</li> <li>nositioning through marketing strategies</li> </ol> |                              |                                |                               |  |  |
| 3. selecting a marke   | t to target                  | -nUll                          |                               |  |  |
| 4. positioning through   | gh marketing strategies      |                                |                               |  |  |
| 20-Declining or stagna   | int sales or anticipated op  | portunities in other market    | t positions lead marketers to |  |  |
|  |                              |                                |                               |  |  |
| <b>1.</b> Repositioning  |                              | 2. Concentration               |                               |  |  |
| 3. Differentiation   |                              | 4. Reviewing mark              | eting objectives              |  |  |
| 21-They assume there   | will be a placid environn    | nent,there is very little char | ge."placid" means:            |  |  |
| 1. <sub>calm</sub>   | 2. possible                  | 3. elusive                     | 4. fuzziness                  |  |  |
| 22-What is an Islamic  | Market?                      |                                |                               |  |  |
| <b>1.</b> It is a religious ma   | arket.                       |                                |                               |  |  |
| 2. It is where the Mu  | aslims live.                 |                                |                               |  |  |
| 3. It is where the target consumer is a Muslim.  |                              |                                |                               |  |  |

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4. It is where the market has some religious people.

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| 23-Most international bussing often is rapid and unprediction                           | esses operate in a turbulen<br>ictable "turbulent environn |                                 | onmental change        |  |
|---|--|---------------------------------|------------------------|--|
| محيط ساده 1.  | محيط آشفته 2.  | محيط پيچيده 3.                  | محيط آرام 4.           |  |
| 24-Intermediaries don't inclu   | 24-Intermediaries don't include                            |                                 |                        |  |
| 1. brokers  | 2. agents  | 3. supliers                     | 4. whole salers        |  |
| 25- Declining or stagnant sal   | les or anticipated opportun                                | nities in other market position | ons" are the causes of |  |
| 1. Repositioning a product  | t .  | 2. product designing            |                        |  |
| 3. demanding products   | ~10  | 4. product maintaining          |                        |  |
| 26- "Brand equity" means  |  | ,                               |                        |  |
| ارزش ويژهٔ برند 1.  | <br>2. هویت برند   | خطی مشی برند 3.                 | مأموريت برند 4.        |  |
| 27-"Some environmental changes often is rapid and unpredictable". "unpredictable" means |  |                                 |                        |  |
| 1. قابل حدس زدن   | غیر قابل پیش بینی 2.                                       | پیش بینی شده ۶۰                 | قابل پیش بینی 4.       |  |
| 28-A(n)is an intermediary that helps products move through customs.                     |  |                                 |                        |  |
| 1. agency   | 2. customers broker  | 3. company                      | 4. broker              |  |
| 29-Islamic marketing addres   | ses the current marketing                                  | thought and practice withi      | n 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              |  |
|   |  |                                 |                        |  |
|   |  |                                 |                        |  |

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

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| نواك<br>سواك | شـمارد<br>سـواك | پاسخ صحیح | وضعيت كليد |
|--------------|-----------------|-----------|------------|
|              | ١               | الف       | عادي       |
|              | 7               | 7         | عادي       |
|              | ٣               | ج         | عادي       |
|              | ۴               | الف       | عادي       |
|              | ۵               | 5         | عادي       |
|              | ۶               | 7         | عادي       |
|              | ٧               | الف       | عادي       |
|              | Α               | 5         | عادي       |
| -<br>-<br>-  | ٩               | 7         | عادي       |
|              | 1+              | ب         | عادي       |
|              | - 11            | الف       | عادي       |
|              | 17              | 3         | عادي       |
|              | ١٣              | À         | عادي       |
|              | 14              | 2         | عادي       |
|              | 10              | 3         | عادى 1     |
| -1           | 18              | 7         | عادي       |
|              | ۱۷              | ب         | عادي       |
|              | ١A              | 3         | عادي       |
|              | 19              | الف       | عادي       |
|              | ۲٠              | الف       | عادي       |
|              | - 11            | الف       | عادي       |
|              | 44              | 5         | عادي       |
|              | 77              | ب         | عادي       |
|              | 77              | 3         | عادي       |
|              | ۲۵              | الف       | عادي       |
|              | ۲۶              | الف       | عادي       |
|              | ۲۷              | ب         | عادي       |
|              | ۲۸              | ب         | عادي       |
|              | ۲۹              | الف       | عادي       |
|              | ٣.              | ب         | عادي       |
|              |                 |           |            |