



سری سوال: یک ۱

زمان از معون (دقیقه): تستی: ۱۱۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

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

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

1-The Industry soon recognized that IMC was more than a fad. "IMC" stands for

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| 1. Integrated Marketing Communications | 2. Industrial Marketing Communications |
| 3. Industrial Marketing Cooperation | 4. Identical Marketing Cooperation |

2-The second step of strategic planning is SWOT analysis, which means the analysis of,, and

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| 1. Strengths, weaknesses, opportunities, treats | 2. Strategies, weaknesses, oppositions, tariffs |
| 3. Segments, winners, objectives, tools | 4. Segments, winners, options, tools |

3-An area designed by a country as a specialized place where products may be exempt from duties is called

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| 1. Distribution channel | 2. Islamic Souq |
| 3. Foreign Custom | 4. Foreign trade Zone |

4- Producers and shippers must deliver the right product to the right location at the right time, this is called

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| 1. Lower cost | 2. Marketing intermediary |
| 3. Channel length | 4. JIT inventory |

5-A physical facility set up to offer office or factory space at a reduced price is called

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| 1. Investment capital | 2. Personal property |
| 3. Joint venture | 4. Business incubator |

6-Developing astrategy means spending money on advertising and sales promotion efforts directed toward the ultimate consumers.

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| 1. Promotional pull | 2. Promotional push |
| 3. Winning | 4. Importing |

7-"Chiquita Banana" is a good example ofpositioning in which a cultural symbol has successfully differentiated the product from its competitors.

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|------------------|-----------------|-------------|----------------|
| 1. Product class | 2. Product user | 3. Cultural | 4. Application |
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8-The first step of target marketing process is

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

9-Industrial marketers use to explain the fact that a few consumers may buy a disproportionate amount of many products or brands.

1. 80-20 rule
2. Demographic segmentation
3. Psychographic segmentation
4. Isolated Consumers

10-An important aspect of marketing strategy development is the search for a That is something special a firm does or has that gives it an edge over competitors.

1. Competitive advantage
2. Competitive bid
3. Niche market
4. Foreign market

11-The customer's perception of all of benefits of a product or service weighted against all the costs of acquiring and consuming it is called

1. Value
2. Donors
3. Want
4. Need

12-Promotion has been defined as the coordination of all efforts to set up channels of Information and persuasion in order to goods and services.

1. Organization-initiated/promote
2. Consumer- initiated / buy
3. Buyer-initiated/ buy
4. Seller-initiated / sell

13-It is important to determine how IMC program is helping the firm accomplish its overall marketing objectives. "Accomplish" means

1. Act on each other
2. Area
3. Vision
4. Achieve

14-Consumers want personalized products that are tailored to their specific needs. "Tailored" means

1. Suitable
2. Popular
3. Occur
4. Convince

15-As marketers embraced the concept of IMC, they began to use many promotional tools. "Embrace" means

1. Help for
2. Exactly the same
3. Accept an idea
4. Self-governing

16-By increasing their marketing communications efforts, companies can take advantage of synergy among promotional tools. "Synergy" means

1. Negotiation
2. Identification
3. Communication
4. Coordination



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17-The interactive nature of the Internet enables marketers to adjust their offers to customers. “Adjust” means

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| 1. To change appropriately | 2. To continue to exist |
| 3. To receive information | 4. To generate merits |

18-An advantage of publicity over other forms of promotion is its credibility. “Credibility” means

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|--------------|-----------------|-------------------|----------------|
| 1. Advantage | 2. Truthfulness | 3. Responsibility | 4. Enhancement |
|--------------|-----------------|-------------------|----------------|

19-Shariah-Compliant products are manufactured and promoted as Halal. “Shariah-Compliant” means

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| 1. Opposed to Shariah | 2. In line with Shariah |
| 3. In an upper rank from Shariah | 4. In agreement with Shariah |

20-Markets in Islam were under Hisab authority chaired by the Mohtasib. “Mohtasib was

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| 1. A vendor | 2. A retailer |
| 3. A market governor | 4. An intermediary |

21- Positioning strategies generally focus on either the or the

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| 1. Cooperation – quality | 2. Consumer – competition |
| 3. Quality – Competition | 4. Consumer – cooperation |

22-The place element of marketing mix or refers to sets of interdependent organizations involved in the process of making a product available for use.

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| 1. Marketing channels | 2. Price strategy |
| 3. Direct channel | 4. Packaging strategy |

23-Businesses operating in placid environments can develop strategic plans for longer time periods. “Placid environments” change

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|----------------|------------|------------------|-----------------|
| 1. Very little | 2. Rapidly | 3. Unpredictably | 4. Economically |
|----------------|------------|------------------|-----------------|

24-The four famous Ps of marketing mix are product, promotion, price and

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| 1. Provide | 2. Persuade | 3. Protect | 4. Place |
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25- All of the followings are among areas covered in Internal situation analysis EXCEPT

1. What are key benefits of our product?
2. Does our product have any unique selling points?
3. What are strengths and weaknesses of our product?
4. How is our product perceived by customers?

26- When firms select one segment and attempt to capture a large share of that segment they are doing marketing.

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| 1. Undifferentiated marketing | 2. Differentiated marketing |
| 3. Concentrated marketing | 4. Direct- marketing |

27- In marketers consider that consumers often will have different buying habits depending on where they reside.

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

28- In order to develop promotional program situation analysis both and analysis are required.

1. Consumer-oriented sales promotion/Trade-oriented sales promotion
2. Customer/competitive
3. Environmental/ organizational
4. Internal / external

29- Technology is leading to greater fragmentation of media and the focus of marketers is shifting from mass to micromarketing. "Fragmentation" means

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|---|---|
| 1. A good result from a particular plan | 2. Something that attracts |
| 3. Separation into small parts | 4. Working together in an organized way |

30- Events and sponsorships, Print media (newspapers and magazines) and product placements (TV and movies) are audience marketers use to form an effective IMC program.

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| 1. Marketing strategies | 2. Marketing objectives |
| 3. Contact tools | 4. Advertising tools |

شمار	الف	ب	ج	د	باسخ صحیح	وضعیت کلید
۱					الف	عادی
۲					ج	عادی
۳					د	عادی
۴					ب	عادی
۵			X		د	عادی
۶		X			ب	عادی
۷	X				الف	عادی
۸			X		ج	عادی
۹		X			الف	عادی
۱۰	X				ب	عادی
۱۱		X			ب	عادی
۱۲				X	ج	عادی
۱۳			X		د	عادی
۱۴				X	د	عادی
۱۵	X				ج	عادی
۱۶				X	الف	عادی
۱۷		X			ج	عادی
۱۸				X	ب	عادی
۱۹				X	د	عادی
۲۰		X			الف	عادی
۲۱			X		د	عادی
۲۲	X				ب	عادی
۲۳				X	د	عادی
۲۴			X		ب	عادی
۲۵	X				الف	عادی
۲۶			X		الف	عادی
۲۷	X				ج	عادی
۲۸	X				ج	عادی
۲۹	X				د	عادی
۳۰			X		ج	عادی
۳۱		X			ب	عادی
۳۲			X		الف	عادی
۳۳				X	ج	عادی
۳۴			X		ج	عادی
۳۵				X	الف	عادی
۳۶	X				ب	عادی
۳۷				X	د	عادی
۳۸			X		ب	عادی
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۴۰	X				الف	عادی