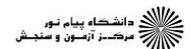
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14:00



 سری سوال: یک ۱	فَيْقِهِ): تَسِتَى: ١١٠ تَشْرِيحَى: ٠	زمان ازمون (a	يداد سوالات: تستى: ٣٠٠ تشريحى: ٠
	ر تحصصی	سی (مدیریت اجرایی)،زبان	نــــوان درس: MBA زبان تخصصی،زبان تخصم
	١٢١٨	.469-1718678-1778+1	شته تحصیلی/کد درس: ۱۲۱۸۲۵۱ -۱۲۲۵۰۱۹ -۸
1-The Industry soon recogni	zed that IMC was m	ore than a fad. "I	MC" stands for
1. Integrated Marketing Co			Marketing Communications
3. Industrial Marketing Co.			Iarketing Cooperation
2-The second step of strategi			neans the analysis of
1. Strengths, weaknesses, o	pportunities, treats	2. Strategies,	weaknesses, oppositions, tariffs
3. Segments, winners, object			winners, options, tools
3-An area designed by a course is called	ntry as a specialized	place where prod	lucts may be exempt from duties
1. Distribution channel		2. Islamic Son	uq
3. Foreign Custom		4. Foreign tra	de Zone
4-Producers and shippers methis is called	ust deliver the right p	product to the rig	tht location at the right time,
1. Lower cost		2. Marketing	intermediary
3. Channel length		4. JIT invento	ory
5-A physical facility set up to	o offer office or facto	ry space at a redu	iced price is called
1. Investment capital		2. Personal p	roperty
3. Joint venture		4. Business in	cubator
6-Developing a efforts directed toward the			lvertising and sales promotion
1. Promotional pull		2. Promotion	al push
3. Winning		4. Importing	
7-"Chiquita Banana" is a go has successfully differentia	_	_	ng in which a cultural symbol

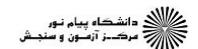
4. Application

1. Product class

2. Product user 3. Cultural

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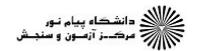


 س ری سوال: یک ۱	تشریحی: •	دقیقه) : تستی : ۱۱۰	رمان آزمون (etitive bid gn market service weighted against all the costs 4. Need efforts to set up goods and services. umer- initiated / buy -initiated / sell the firm accomplish its overall we their specific needs. "Tailored"				
		ن تخصصي	(مدیریت اجرایی)،زبا	ى،زبان تخصصى	ـــوان درس: MBA زبان تخصصی	عنـ		
		1714	ff9-171187VA-1770	۱۲۲۵۰۱۹-۸۱۰۵	ته تحصیلی/کد درس: ۱۲۱۸۲۵۱ -	رش		
8-The first step of target ma	rketing n	rocess is						
1. Positioning through mar			2. Selecting	g a market t	to target			
3. Determining market segr	_	8			•			
9-Industrial marketers use . disproportionate amount		_		at a few co	nsumers may buy a			
1. 80-20 rule			2. Demogra	aphic segn	nentation			
3. Psychographic segmenta	tion		4. Isolated	Consumers	3			
10-An important aspect of marketing strategy development is the search for a								
1. Competitive advantage			2. Competi	tive 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			
					-			
1. Organization-initiated/pr	omote		2. Consumo	er- initiated	l / buy			
3. Buyer-initiated/ buy			4. Seller-in	itiated / sell	1			
13-It is important to determine marketing objectives. "Ac				firm accor	mplish its overall			
1. Act on each other			2. Area					
3. Vision			4. Achieve					
14-Consumers want personal means	ized prod	ucts that are	tailored to the	eir specific	e needs. " Tailored"			
1. Suitable	2. Populai	r	3. Occur		4. Convince			
15-As marketers embraced the Embrace' means		t of IMC, the	ey began to use	e many pro	omotional tools . "			
1. Help for	2. Exactly	the same	3. Accept a	n idea	4. Self-governing			
16-By increasing their marke synergy among promotion					ake advantage of			
1. Negotiation	2. Identifi	cation	3. Commun	nication	4. Coordination			

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سری سوال: یک ۱	فَيْقِهِ): تِستى: ١١٠ تَشْرِيحَى: ٠	: ٠ ﴿ وَمَانَ آزَعُونَ (فَ	تعداد سوالات: تستى : 30 تشريحي:				
	تخصصي	سی،زبان تخصصی (مدیریت اجرایی)،زبان	عنـــوان درس: MBA زبان تخصم				
	171	N489-1718878-1278+18-1278+19-	رشته تحصیلی/کد درس: ۱۲۱۸۲۵۱				
17-The interactive nature of Adjust" means		marketers to adjust their of	ffers to customers. "				
1. To change appropriatel	0 -	2. To continue to exist					
3. To receive information		4. To generate merits					
18-An advantage of publicit	y over other forms of	promotion is its credibility.	" Credibility" means				
1. Advantage	2. Truthfulness	3. Responsibility	4. Enhancement				
19-Shariah-Compliant prod means	ucts are manufacture	d and promoted as Halal. "	Shariah-Compliant "				
1. Opposed to Shariah		2. In line with Shariah					
3. In an upper rank from S	Shariah	4. In agreement with Shariah					
20-Markets in Islam were un	nder Hisab authority	chaired by the Mohtasib. "	Mohtasib was				
1. A vendor		2. A retailor					
3. A market governor		4. An intermediary					
21- Positioning strategies ge	nerally focus on eithe	r the or the	••••••				
1. Cooperation – quality		2. Consumer – competi	tion				
3. Quality – Competition	y – Competition 4. Consumer – cooperation						
22-The place element of man organizations involved in	<u> </u>	refers to sets of into g a product available for us	-				
1. Marketing channels		2. Price strategy					
3. Direct channel		4. Packaging strategy					
23-Businesses operating in p "Placid environments" of		an develop strategic plans f	or longer time periods.				
1. Very little	2. Rapidly	3. Unpredictably	4. Economically				
24-The four famous Ps of ma	arketing mix are prod	uct, promotion, price and .					
1. Provide	2. Persuade	3. Protect	4. Place				

دانلود رایگان نمونه سوالات پیام نور با جواب از طریق اپلیکیشن پی ان یو نیوز - اپلیکیشن را در آدرس زیر دانلود کنید

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سرى سوال: يك ١

رَمَانَ آزَمُونَ (دَقَيْقَه): تستى: 110 تشريحي: ٠

تعداد سوالات: تستى: 30 تشريحي: ٠

عنده ان در س: MBA زبان تخصصي زبان تخصصي (مديريت احرابي) زبان تخصصي

	رشت ه تحصیلی/کد درس: ۱۲۱۸۲۵۱ -۱۲۲۵۰۱۸ -۱۲۲۵۰۱۸ -۱۲۲۵۰۱۸ -۱۲۲۵۰۱۸ -۹						
 25-All of the followings are among areas covered in I What are key benefits of our product? Does our product have any unique selling points? What are strengths and weaknesses of our product How is our product perceived by customers? 							
26-When firms select one segment and attempt to cap doing marketing.							
 Undifferentiated marketing Concentrated marketing 	2. Differentiated marketing4. Direct- marketing						
27-In marketers consider that consun depending on where they reside.	ners often will have different buying habits						
1. Demographic segmentation	2. Psychographic segmentation						
3. Behavioristic segmentation	4. Geographic segmentation						
28-In order to develop promotional program situatio analysis are required.	n analysis both and						
1. Consumer-oriented sales promotion/Trade-oriented	ed 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							
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.							
1. Marketing strategies	2. Marketing objectives						
3. Contact tools	4. Advertising tools						

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