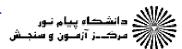


<b>سری سوال:</b> یک ۱	قیقه): تستی: ۱۱۰ تشریحی: .	زمان آزمون (د	داد سوالات: تستى: ٣٠٪ تشريحى: .
	_		<b>نــــوان درس:</b> MBA زبان تخصصی،زبار
	171,	**************************************	شته تحصیلی/کد درس:۱۲۱۸۲۵۱ -۵۰۱۹
1-The Industry soon recognized that IMC was more than a fad. "IMC" stands for			
1. Integrated Marketing	g Communications	2. Industerial Marl	ceting Communications
3. Industrial Marketing	Cooperation	<ol> <li>Identical Marke</li> </ol>	ting Cooperation
2-The second step of stra	ntegic planning is SWOT	Tanalysis, which mean	s the analysis of
1. Strengths, weaknesse	es, opportunities, treats	2. Strategies, weak	enesses, oppositions, tariffs
3. Segments, winners, o	objectives, tools	4. Segments, winn	ers, options, tools
3-An area designed by a is called	country as a specialized	place where products	may be exempt from duties
1. Distribution channel		2 Islamic Souq	
3. Foreign Custom		4. Foreign trade Zo	one
4-Producers and shipper this is called		product to the right lo	cation at the right time,
<ol> <li>Lower cost</li> <li>Channel length</li> </ol>		2. Marketing internal 4. JIT inventory	mediary
	in to offer office or facto		price is called
5-A physical facility set t	ip to oner office of facto	ry space at a reduced	price is cancu
<ol> <li>Investment capital</li> </ol>		2. Personal proper	ty
3. Joint venture		4. Business incuba	tor
	strategy means spen the ultimate consumers		ising and sales promotion
1. Promotional pull		2. Promotional pus	sh
3. Winning		4. Importing	
	a good example of entiated the product from		which a cultural symbol
1. Product class	2. Product user	3. Cultural	4. Application

زمان آزمون (دقیقه): تستی: ۱۱۰ تشریحی: .



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<u>.                                    </u>	شته تحصیلی/کد درس: ۱۲۱۸۲۵۱ -۱۲۲۵۰۱۸ -۱۲۲۵۰۱۸ ۱۲۱۸۴۶۹ ۱۲۱۸۶۷۸
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 disproportionate amount of many product	explain the fact that a few consumers may buy a ts or brans.
<b>1.</b> 80-20 rule	2. Demographic segmentation
3. Psychographic segmentation	4. Isolated Consumers
10-An important aspect of marketing strategy something special a firm does or has that g	y development is the search for a That is 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 benefit of acquiring and consuming it is called	s of a product or service weighted against all the costs
1. Value 2. Donors	3. Want 4. Need
12-Promotion has been defined as the coordin channels of Information and persuasion in	nation of all efforts to set up n 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 pro marketing objectives. "Accomplish" mean	ogram is helping the firm accomplish its overall
1. Act on each other	2. Area
3. Vision	4. Achieve
14-Consumers want personalized products th means	at are tailored to their specific needs. "Tailored"
1. Suitable 2. Popular	3. Occur 4. Convince
15-As marketers embraced the concept of IM Embrace' means	C, they began to use many promotional tools . "
1. Help for 2. Exactly the sar	me 3. Accept an idea 4. Self-governing
16-By increasing their marketing communica	tions efforts, companies can take advantage of

4. Coordination

1. Negotiation

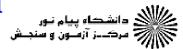
3. Communication

synergy among promotional tools. "Synergy" means ......

2. Identification

سری سوال: یک ۱

زمان آزمون (دقیقه): تستی: ۱۱۰ تشریحی: .



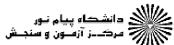
تعداد سوالات: تستى: ٣٠ تشريحي: .

عنسوان درس: MBA زبان تخصصي،زبان تخصصي (مديريت اجرايي)،زبان تخصصي

رشته تحصیلی/کد درس:۱۲۱۸۲۵۱ -۱۲۲۵۰۱۸-۱۲۲۵۰۱۸-۱۲۱۸۶۶۹ ۱۲۱۸۶۶۸

	17-The interactive nature of the Internet en Adjust" means	nables marketers to adjust their offers to customers. "	
	1. To change appropriately	2. To continue to exist	
	3. To receive information	4. To generate merits	
	18-An advantage of publicity over other for	rms of promotion is its credibility. " Credibility" means	
	<ol> <li>Advantage</li> <li>Truthfulness</li> </ol>	3. Responsibility 4. Enhancement	
	19-Shariah-Compliant products are manufameans	actured and promoted as Halal. "Shariah-Compliant "	
	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 wa			
	<ol> <li>A vendor</li> <li>A market governor</li> </ol>	<ul><li>2. A retailor</li><li>4. An intermediary</li></ul>	
	21- Positioning strategies generally focus or	either the or the	
	1. Cooperation – quality	2. Consumer – competition	
	3. Quality – Competition	4. Consumer – cooperation	
Com		refers to sets of interdependent making a product available for use.	
S	1. Marketing channels	2. Price strategy	
3	3. Direct channel	4. Packaging strategy	
www.PnuNew	23-Businesses operating in placid environm "Placid environments" change	ents can develop strategic plans for longer time periods.	
3	1. Very little 2. Rapidly	3. Unpredictably 4. Economically	
3	24-The four famous Ps of marketing mix ar	e product, promotion, price and	
	1. Provide 2. Persuade	3. Protect 4. Place	

صفحه 13ز4 =



<b>سری سوال:</b> یک ۱		عداد سوالات: تستی: ۳۰ تشریحی: . ومان آزمون (دقیقه): تستی عداد سوالات: تستی: ۳۰ تشریحی: . تستی عنــــوان درس: MBA زبان تخصصی (مدیریت اجرایی)،زبان تخصصی رشته تحصیلی/کد درس: ۱۲۱۸۲۵۱ - ۱۲۱۸۴۶۹-۱۲۱۸۶۷۸ ۱۲۲۵۰۱۸
25-All of the followings a	re among areas cov	vered in Internal situation analysis EXCEPT
1. What are key benefi	ts of our product?	
2. Does our product ha	ave any unique sellir	ng points?
3. What are strengths a	and weaknesses of o	our product?
4. How is our product	perceived by custor	mers?
26-When firms select one doing m	0	mpt to capture a large share of that segment they are
1. Undifferentiated ma	rketing	2. Differentiated marketing
3. Concentrated market	eting	4. Direct- marketing
27-In man depending on where t		nat consumers often will have different buying habits
1. Demographic segme	entation	2. Psychographic segmentation
3. Behavioristic segme	ntation	4. Geographic segmentation
28-In order to develop pr		m situation analysis both and
1. Consumer-oriented	sales promotion/Tra	ade-oriented sales promotion
2. Customer/competiti	ve	
3. Environmental/ orga	anizational	
4. Internal / external		
		entation of media and the focus of marketers is shifting entation" means
<b>1.</b> A good result from	a particular plan	2. Something that attracts
3. Separation into sma	ll parts	4. Working together in an organized way
_		newspapers and magazines) and product placements marketers use to form an effective IMC program.
1. Marketing strategies	S	2. Marketing objectives
3. Contact tools		4. Advertising tools

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شـمارد سـوال	پاسخ صحیح	وضعيت كليد
١	الف	عادي
7	الف	عادي
٣	7	عادي
۴	7	عادي
۵	2	عادي
۶	الف	عادي
٧	3	عادي
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