



سری سوال : یک ۱

زمان آزمون (دقیقه) : تستی : ۹۰ 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- Personal selling is a form of person-to-person communication in which a seller attempts to prospective buyers to purchase the company's product or service or to act on an idea.

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|----------------------------------|--------------------------|
| 1. assist and/or make pressur on | 2. satisfy and/or direct |
| 3. assist and/or persuade | 4. assist and/or make |

2- Which kind of benefit aspects in marketing does indicate the performance of the product?

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|-----------------|---------------|------------------|-------------|
| 1. experiential | 2. functional | 3. psychological | 4. personal |
|-----------------|---------------|------------------|-------------|

3- What are four ps in the marketing mix?

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|--|---|
| 1. product , price , place and promotion | 2. product , place, promotion and process |
| 3. price , place , promotion and product | 4. persuade, price , product ,place |

4- Advocates of the IMC concept noted that the process of integrated marketing communications calls for a "....." approach to planning marketing and promotion programs.

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|-----------------|----------------|-----------------|----------------|
| 1. deep picture | 2. big picture | 3. deep thought | 4. big thought |
|-----------------|----------------|-----------------|----------------|

5- Many companies see it as a way to coordinate and manage their marketing communication programs to ensure that they send customers a consistent message about the company and/ or its brands. *To ensure* means :

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|---------------|----------------|------------------|--------------------|
| 1. to satisfy | 2. to approach | 3. to go through | 4. to be confident |
|---------------|----------------|------------------|--------------------|

6- While the debate over the value and relevance of IMC is likely to continue, proponents of the concept far outnumber the critics. *Proponents* means

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|--------------|--------------|--------------|--------------|
| 1. advocates | 2. opponents | 3. co-wokers | 4. customers |
|--------------|--------------|--------------|--------------|

7- Building and maintaining brand identity and equity require the creation of well-known brands that have favorable, strong, and unique associations in the mind of the consumer. *Brand identity* means in Persian :

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|-------------------|----------------|--------------|---------------|
| 1. ارزش ویژه برند | 2. جلیگاه برند | 3. هویت برند | 4. تداعی برند |
|-------------------|----------------|--------------|---------------|

8- Traditionally the promotional mix has included four elements. These are

1. advertising, sales promotion, publicity/public relations, and personal selling
2. advertising, sales promotion, publicity/public relations, and direct marketing
3. advertising, sales promotion, packaging /public relations, and personal selling
4. advertising, packaging, publicity/public relations, and direct marketing



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9-Traditionally, is defined as any paid form of no personal communication about an organization, product, service, or idea by an identified sponsor.

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|---------------------|---------------------|
| 1. product | 2. advertising |
| 3. direct marketing | 4. personal selling |

10-Advertising is also a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. *Perceptions* means

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|-------------|-----------|------------|------------|
| 1. ویژگی ها | 2. راکا □ | 3. ارزش ها | 4. رفتارها |
|-------------|-----------|------------|------------|

11-In which kind of promotional mixes do organizations communicate directly with target customers to generate a response and/or a transaction?

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|----------------|--------------------|---------------------|---------------------|
| 1. advertising | 2. sales promotion | 3. direct marketing | 4. personal selling |
|----------------|--------------------|---------------------|---------------------|

12-Interactive media allow for a back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real time. To *Modify* means

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|--------------|-------------|----------------|---------------|
| 1. to change | 2. to react | 3. to motivate | 4. to achieve |
|--------------|-------------|----------------|---------------|

13-Which of the below sentences is correct about Publicity as one of promotional tools?

1. It refers to personal communications regarding an organization, product, etc.
2. It usually comes in the form of a news story, editorial, or announcement about an organization.
3. It is as the same as public relation.
4. It has not any similarity with advertising.

14-What is the first step in the IMC planning process?

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|---------------------------|--|
| 1. to monitor and control | 2. to plan strategy |
| 3. implement program | 4. to review the marketing plan and objectives |

15-“How is the decision made? Who assumes what role?” these questions are proposed in

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|---------------------------|---------------------|
| 1. customer Analysis | 2. product Analysis |
| 3. environmental Analysis | 4. internal factor |

16-..... often stated in terms of sales, market share, or profitability.

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|------------------------|-----------------------------|
| 1. Customer objectives | 2. communication objectives |
| 3. firm objectives | 4. marketing objectives |



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17- Which aspect of the advertising program does involve determining the basic appeal?

1. media strategy
2. message strategy
3. communication strategy
4. promotion strategy

18- Which of the following choices is considered as the way to achieve a competitive advantage?

1. suitable media strategy
2. having the lowest production costs and higher prices
3. providing superior customer service
4. relationship marketing

19- Target marketing process in marketing starts with

1. targeting specific segments
2. identifying markets with unfulfilled needs
3. segmenting the market
4. positioning one's product or service

20- Which kind of factors for segmenting markets does consider the places where the prospective customers reside?

1. Geographic Segmentation
2. Demographic Segmentation
3. Psychographic Segmentation
4. Behavioristic Segmentation

21- "80-20 rule" in industrial marketing refer to

1. meaning 80 percent of their buyers account for 20 percent of their visit to supermarkets
2. meaning 80 percent of their products account for 20 percent of their sales volume
3. meaning 20 percent of their products account for 80 percent of their sales volume
4. meaning 20 percent of their buyers account for 80 percent of their sales volume

22- Which marketing strategy does involve marketing in a number of segments and developing separate marketing strategies?

1. differentiated marketing
2. undifferentiated marketing
3. concentrated marketing
4. focus marketing

23- Why is repositioning often difficult to accomplish?

1. Because of low perceptions about the product or brand
2. Because of entrenched attitudes toward the product or brand
3. Because it is a rather expensive method
4. A, b and c



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24-The term “.....” refers to what a product or brand means to consumers and what they experience in purchasing and using it.

1. brand identity
2. brand equity
3. product symbolism
4. product identity

25-What is often called as the consumer’s first exposure to the product, so it must make a favorable first impression?

1. brand
2. packaging
3. label
4. product design

26-“.....”, sometimes called 'resellers', are critical to the success of a company’s marketing program.

1. producers
2. suppliers
3. customers
4. intermediaries

27-Which of the following sentences is correct?

1. Strategic planning typically takes a short-view.
2. Tactical planning is more widely focused and more long-term.
3. Planning can help map the future
4. Planning cannot develop a common understanding and agreement within an organization

28-What is the second step of strategic planning process?

1. Specify action plans
2. Develop alternative goals and strategies
3. Develop a mission statement
4. SWOT analysis

29-Channel captians gain power through their ability to reward or punish channel members and through their knowledge of their product-market. “To reward” means

1. تنبیه کردن
2. پاداش دادن
3. انگیزش دادن
4. ارتباط داشتن

30-“Fishy back” in transportation systems is a term used for

1. Containerized shipping of goods between trucks and ships.
2. Transfer of containers between truck and rail.
3. Transfer of containers between truck and air cargo.
4. Containerized shipping of goods between rail and ships.