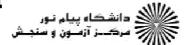
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سرى سوال: يك ١

زمان آزمون (دقيقه): تستى: ٩٠ تشريحي: ٠

تعداد سوالات: تستى : 30 تشريحي: .

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

رشته تحصیلی /کد درس: ۱۲۱۸۲۵۱ -۱۲۲۵۰۱۸-۱۲۲۵۰۱۸-۱۲۱۸۶۷۹

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

- 3-What are four ps in the marketing mix?
 - 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.
 - 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:
 - 1. to satisfy
- 2. to approach
- 3. to go through
- 4. to be confident
- - 1. advocates
- 2. opponents
- 3. co-wokers
- 4. customers
- 7-Building and maintaining <u>brand identity</u> 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:
 - ارزش ویژه برند .1
- حلگاه برند .2
- هويت برند 3.
- تداعى برند .4
- 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

product

direct marketing

سری سوا**ل:** یک ۱

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

about an organization, product, service, or idea by an identified sponsor.

9-Traditionally, is defined as any paid form of no personal communication

10-Advertising is also a valuable tool for building company or brand equity as it is a powerful way

تعداد سوالات: تستى: 30 تشريحي: ٠

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

2. advertising

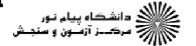
4. personal selling

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	to provide consumers with information as well as to influence their <u>perceptions</u> . <i>Perceptions</i> means				
	ويژگي ها .1	2. □راكا	ارزش ها .3	رفتارها .4	
_	11-In which kind of promotional mixes do organizations communicate directly with target customers to generate a response and/or a transaction?				
نلود را	1. advertising	2. sales promotion	3. direct marketing	4. personal selling	
دانلود رایگان نمونه سوالات پیام نور با جواب از طریق اپلیکیشن News.com/soaLpnu	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				
	1. to change	2. to react	3. to motivate	4. to achieve	
	13-Which of the below sentences is <u>correct</u> 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.				
ن طر 10 م	3. It is as the same as public relation.				
क् 9.87	4. It has not any similarity with advertising.				
لىكىشن پى wew	14-What is the first step in the IMC planning process?				
	1. to monitor and control		2. to plan strategy		
ا ا ا	3. implement program		4. to review the marketing plan and objectives		
ئيوز - ا <u>پاي</u> ۱	15-" How is the decision made? Who assumes what role?" these questions are proposed in				
، پی ان یو نیوز - ایلیکیشن را در Www.Pnul	1. customer Analysis		2. product Analysis		
	3. environmental Ana	llysis	4. internal factor		
	16 often stated in terms of sales, market share, or profitability.				
آدرس زير داتلود كنيد	1. Customer objective	es	2. communication obje	ectives	
داتلوا	3. firm objectives		4. marketing objectives	S	
ST.					

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سری سو**ال:** یک ۱

زمان آزمون (دقيقه): تستى: ٩٠ تشريحي: ٠

تعداد سوالات: تستى: 30 تشريحي: ٠

ـوان درس: MBA زبان تخصصی،زبان تخصصی (مدیریت اجرایی)،زبان تخص

رشته تحصیلی /گد درس:۱۲۱۸۲۵۱ -۱۲۲۵۰۱۸-۱۲۲۵۰۱۸-۱۲۱۸۶۷۹

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

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 ratherly expensive method
- 4. A, b and c

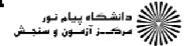
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سری سوال: یک ۱

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زمان آزمون (دقیقه) : تستی : ۹۰



	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	3440	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.						
دانلو	1. producers	2. suppliers	3. customers	4. intermediaries			
دائلود رایگان نمونه سوالات پیام نور با جواب از طریق اپلیکی ws.com/soaLpnu	27-Which of the following sentences is <u>correct</u> ?						
	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 captains gain power through their ability to <u>reward</u> or punish channel members and through their knowledge of their product-market. "To reward" means						
40 T	تنبیه کر□ن ۔1	باش□ان .2	انگیزش⊓ان .3	ارتباط□اشتن .4			
شن پی ان یو نیوز - اپلیکیشن را در آدرس زیر دانلود کنید www.PnuNe	30-"Fishy back" in transportation systems is a term used for						
نَّوْنِ ﴿	1. Containerized shipping of goods between trucks and ships.						
- }	2. Transfer of containers between truck and rail.						
بكيشر	3. Transfer of containers between truck and air cargo.						
5010	4. Containerized shipping of goods between rail and ships.						
ر آدریم							
ں زیر							
دانلع							
ر کنیر							