

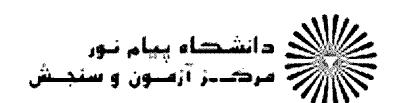
زمان آزمون (دقیقه): تستی: ۱۰۷ تشریحی: ۰ تعداد سوالات: تستى: 30 تشريحي: 0 سرى سوال: يک عنسوان درس: MBA زبان تخصصی، زبان تخصصی (مدیریت اجرایی)، زبان تخصصی رشته تحصیلی/کد درس: ۱۲۱۸۴۵۱ -۱۲۲۵۰۱۸ -۱۲۲۵۰۱۸ -۱۲۲۸۶۷۸ -۱۲۱۸۶۷۸ -۱۲۱۸۶۷۸ 1-Which one of the following elements is related to the marketing mix? 2. Process 3. Price 1. Practice 4. protect 2-Consumers want personalized products and services that are to their specific needs. 2. tailored 3. persuaded 4. disposed 1. sustained 3-Coordinating various promotional elements and other marketing activities that communicate with a firm's customers is referred to as 2. Marketing mix 1. Integrated marketing communications 3. Market segmentation 4. Market positioning 4-The importance of building and managing "brand equity" is that 1. It helps to develop data bases for companies 2. It moves the companies away from relying on mass-media advertising It motivates the companies to use less expensive advertising 4. It gives a major competitive advantage to the companies 5-Fragmentation of media by technology shifts the focus of marketers 1. From micromarketing to mass marketing 2. From media advertising to promotion 4. From mass marketing to micromarketing 3. From promotion to media advertising 6-Which statement is FALSE about "direct marketing"? 1. It is the best way to build a brand 2. One of its major tools is direct-response marketing 3. It is a component of promotional mix 4. It involves telemarketing and direct marketing 7-Non-personal communications regarding an organization, product, service or idea not directly paid for or run under identified sponsorship is called 1. Consumer-oriented sales promotion 2. Trade-oriented sales promotion 4. Public relations 3. Publicity 8-Personal selling is a form of communication in which a attempts to persuade prospective to purchase the company's product or service.

1. Person-to-wholesaler / buyer/ seller

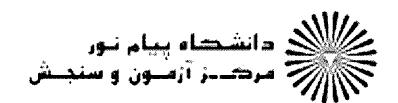
3. Retailor- to wholesaler/ seller/ sellers

2. Person-to-person/ seller/ buyer

4. Distributor-to-wholesaler/ buyer/ sellers



| سرى س وال: يک ۱ | دقیقه): تستی: ۱۰۷ تشریحی: ۰ | زمان آزمون (| داد سوالات: تستى : 30٪ تشريحى: . |
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| | | ی،زبان تخصصی (مدیریت اجرایی)،زبان | |
| | 171% | ۴ ۶۹–171۸۶۷۸–17۲۵+1۸–17۲۵+19- | شته تحصیلی/کد درس : ۱۲۱۸۲۵۱ - |
| * * | ing communications manager ontrolling the use of various | - | |
| 1. Managing / adve | ertising campaigns/ target audie | ences | |
| 2. Executing/ prom | otional mix elements/ target a | udiences | |
| 3. Executing/ adver | rtising campaigns/ distributors | | |
| 4. Managing//pro | motional mix elements/ distrib | utors | |
| 10-The last element of | a marketing plan is | ***** | |
| 1. Analyzing the sign | tuation | 2. Specifying managin | ng objectives |
| 3. Implementing marketing strategy 4. Evaluating performance | | ance | |
| 11-An aspect of intern | al situation analysis is | ••••• | |
| 1. Assessing streng | ths and weaknesses of the brai | nd from image perspective | |
| ^{2.} Detailed conside | ration of customer's attitudes | EMA | |
| 3. Attention to cust | omer's lifestyle | TOWS.COM | |
| 4. Analysis of curre | ent trends in marketing enviror | iment | |
| 12-Which of the follov | wing areas is NOT related to | external analysis? | |
| 1. Customer analys | is | 2. Competitive analysis | is |
| 3. Environmental analysis | | 4. Promotional programs analysis | |
| 13-Once the message a | and media strategies have be | en determined, steps mus | t be taken to |
| 1. Connect | 2. Appeal | 3. Implement | 4. Allocate |
| 14-A maximum altern | ative profit that could have l | been obtained of the prod | luctive good is called |
| 1. Niche market | 2. Opportunity cost | 3. Competitive bid | 4. Market power |
| 15-" Customers often the basis of | have different buying habitssegmentation. | depending on where they | y resides" this belief is |
| 1. Psychographic | 2. Demographic | 3. Benefit | 4. Geographic |
| 16-VALS program is | one of the popular options fo | r segmentatio | n of the market. |
| Psychographic | 2. Benefit | 3. Behavioral | 4. Geographic |



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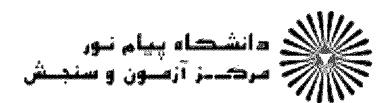
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زمان آزمون (دقیقه): تستی: ۱۰۷ تشریحی: ۰

تعداد سوالات: تستى: 30 تشريحى: •

| | - | _ : | سوان درس: MBA زبان تخصصی،زبا ته تحصیلی/کد درس:۱۲۱۸۲۵۱ –۱۹۹۰ | |
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| | ined when he brours the same basic product: | | bly-line automobile and | |
| 1. Concentrated man | keting | 2. Differentiated m | arketing | |
| 3. Selective marketing | | 4. Undifferentiated marketing | | |
| 18-The target marketin | ng process starts with | ***** | | |
| 1. Identifying markets with unfulfilled needs | | 2. Identifying markets with fulfilled needs | | |
| 3. Selecting a brand | | 4. determining mar | 4. determining market segmentation | |
| | et on the basis of consumer er aspects of the sales prom | | - | |
| 1. Geographic segm | entation | 2. Buyer behavior segmentation | | |
| 3. Marketing factor sensitivity | | 4. Psychographic segmentation | | |
| | of fitting the product or sea apart from competition is ca | | gments of the market to | |
| 1. Promotion | 2. Positioning | 3. Exporting | 4. Segmentation | |
| · · · · · · · · · · · · · · · · · · · | nplexity of computers in the key benefit of "ease of use" | | | |
| 1. Positioning by pri | ice | 2. Positioning by pr | roduct class | |
| 3. Positioning by cultural symbols | | 4. Positioning by product attributes | | |
| 22-What a product or lusing it refers to | brand means to consumers | and what they experie | nce in purchasing and | |
| 1. Branding | 2. Brand equity | 3. Packaging | 4. Brand symbolism | |
| 23-Strategic planning i | S | | | |
| 1. The process of de | termining how to move to a | desired future state. | | |

- 2. The place element of the marketing mix
- 3. The process of spending money on advertising and sales promotion efforts
- 4. The process of monitoring wholesalers to purchase a product
- 24-In SWOT of situation analysis, "O" stands for
 - 1. Opportunities that businesses decide to pursue
- 2. Ownership of personal properties
- 3. Objectives that businesses try to fulfill
- 4. Offering specific products and services



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| | ان تخصصی | نصصی (مدیریت اجرایی)،زب | عنـــوان درس: MBA زبان تخصصی،زبان تخ | | |
| | 171.45 | 99-1718878-1778+18-1 | رشته تحصیلی/کد درس : ۱۲۱۸۲۵۱ -۲۲۵۰۱۹ | | |
| 25-While in environment there is very little change, in a environment there is rapid and unpredictable change. | | | | | |
| 1. Placid/ micro | | 2. Turbulent/ ma | acro | | |
| 3. Turbulent/placid | | 4. Placid/ turbul | lent | | |
| 26-"Channels of distribution have become a key to international competitiveness" because they | | | | | |
| 1. Lower the speed of dis | tribution | 2. Lower the co | st of product delivery | | |
| 3. Hinder expansion into | new markets | 4. Prevent Just-i | in-time inventory | | |
| 27-A system of transportation called | 27-A system of transportation which requires the transfer of containers between truck and rail is called | | | | |
| 1. Fishy back | 2. Piggy back | 3. Bird back | 4. Eagle back | | |
| 28-Sellers also can agree to cover CIF in the contracts, "CIF" stands for | | | | | |
| 1. Computer/ insurance/ f | flight | 2. Cargo/issues/ | fright | | |
| 3. Cost/insurance/ freight | Philip | 4. Computer/iss | ues/ freight | | |
| 29-Industrial policy is | | | | | |
| 1. Plans with specific economic goals for country | | | | | |
| 2. A strategy that a country adopts to support competitiveness | | | | | |
| 3. A strategy which removes government controls and restrictions | | | | | |
| 4. A process in which two or more businesses create a new business to pursue a goal | | | | | |
| 30-Muhtasib is | • | | | | |
| 1. The market governor who supervise Islamic markets | | | | | |
| 2. A religious job involves asking people to do good | | | | | |

- 3. A religious job involves refraining people from doing evil
- 4. A managerial control carried out by the government

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| شىمارد سىواك | ياسخ صحيح | وضعيت كليد | |
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