

سری سوال : یک ۱

زمان آزمون (دقیقه) : تستی : ۱۰۷ 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- Which one of the following elements is related to the marketing mix?

1. Practice                      2. Process                      3. Price                      4. protect

2- Consumers want personalized products and services that are ..... to their specific needs.

1. sustained                      2. tailored                      3. persuaded                      4. disposed

3- Coordinating various promotional elements and other marketing activities that communicate with a firm's customers is referred to as .....

1. Integrated marketing communications                      2. Marketing mix  
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  
3. 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  
3. From promotion to media advertising                      4. From mass marketing to micromarketing

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  
3. Publicity                      4. Public relations

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                      2. Person-to-person/ seller/ buyer  
3. Retailer- to wholesaler/ seller/ sellers                      4. Distributor-to-wholesaler/ buyer/ sellers

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9- Integrated marketing communications management involves the process of planning, ....., evaluating and controlling the use of various ..... to effectively communicate with .....

1. Managing / advertising campaigns/ target audiences
2. Executing/ promotional mix elements/ target audiences
3. Executing/ advertising campaigns/ distributors
4. Managing/ / promotional mix elements/ distributors

10- The last element of a marketing plan is .....

1. Analyzing the situation
2. Specifying managing objectives
3. Implementing marketing strategy
4. Evaluating performance

11- An aspect of internal situation analysis is .....

1. Assessing strengths and weaknesses of the brand from image perspective
2. Detailed consideration of customer's attitudes
3. Attention to customer's lifestyle
4. Analysis of current trends in marketing environment

12- Which of the following areas is NOT related to external analysis?

1. Customer analysis
2. Competitive analysis
3. Environmental analysis
4. Promotional programs analysis

13- Once the message and media strategies have been determined, steps must be taken to .....them .

1. Connect
2. Appeal
3. Implement
4. Allocate

14- A maximum alternative profit that could have been obtained of the productive good is called .....

1. Niche market
2. Opportunity cost
3. Competitive bid
4. Market power

15- "Customers often have different buying habits depending on where they resides" this belief is the basis of .....segmentation.

1. Psychographic
2. Demographic
3. Benefit
4. Geographic

16- VALS program is one of the popular options for ..... segmentation of the market.

1. Psychographic
2. Benefit
3. Behavioral
4. Geographic

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17-Henry Ford determined ..... when he brought out the first assembly-line automobile and offered all consumers the same basic product: a black Ford.

- |                           |                               |
|---------------------------|-------------------------------|
| 1. Concentrated marketing | 2. Differentiated marketing   |
| 3. Selective marketing    | 4. Undifferentiated marketing |

18-The target marketing process starts with .....

- |   |   |
|---|---|
| 1. Identifying markets with unfulfilled needs | 2. Identifying markets with fulfilled needs |
| 3. Selecting a brand                          | 4. determining market segmentation          |

19-Segmenting a market on the basis of consumers reactions to product quality, service, advertising and other aspects of the sales promotion program is called.....

- |                                 |                                |
|---------------------------------|--------------------------------|
| 1. Geographic segmentation      | 2. Buyer behavior segmentation |
| 3. Marketing factor sensitivity | 4. Psychographic segmentation  |

20-The art and science of fitting the product or service to one or more segments of the market to set it meaningfully apart from competition is called .....

- |              |                |              |                 |
|--------------|----------------|--------------|-----------------|
| 1. Promotion | 2. Positioning | 3. Exporting | 4. Segmentation |
|--------------|----------------|--------------|-----------------|

21-Considering the complexity of computers in the market on that time, Apple introduced its computers with the key benefit of "ease of use". The positioning strategy used by Apple on that time was .....

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| 1. Positioning by price            | 2. Positioning by product class      |
| 3. Positioning by cultural symbols | 4. Positioning by product attributes |

22-What a product or brand means to consumers and what they experience in purchasing and using it refers to .....

- |             |                 |              |                    |
|-------------|-----------------|--------------|--------------------|
| 1. Branding | 2. Brand equity | 3. Packaging | 4. Brand symbolism |
|-------------|-----------------|--------------|--------------------|

23-Strategic planning is .....

1. The process of determining 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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25- While in ..... environment there is very little change, in a ..... environment there is rapid and unpredictable change.

- |                     |                      |
|---------------------|----------------------|
| 1. Placid/ micro    | 2. Turbulent/ macro  |
| 3. Turbulent/placid | 4. Placid/ turbulent |

26- "Channels of distribution have become a key to international competitiveness" because they .....

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| 1. Lower the speed of distribution   | 2. Lower the cost of product delivery |
| 3. Hinder expansion into new markets | 4. Prevent Just-in-time inventory     |

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/ flight | 2. Cargo/issues/ fright     |
| 3. Cost/insurance/ freight     | 4. Computer/issues/ 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

شماره سوال	پاسخ صحیح	وضعیت کلید
۱	ج	عادی
۲	ب	عادی
۳	الف	عادی
۴	د	عادی
۵	د	عادی
۶	الف	عادی
۷	ج	عادی
۸	ب	عادی
۹	ب	عادی
۱۰	د	عادی
۱۱	الف	عادی
۱۲	د	عادی
۱۳	ج	عادی
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۱۹	ج	عادی
۲۰	ب	عادی
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۲۳	الف	عادی
۲۴	الف	عادی
۲۵	د	عادی
۲۶	ب	عادی
۲۷	ب	عادی
۲۸	ج	عادی
۲۹	ب	عادی
۳۰	الف	عادی