

سری سوال: یک ۱

زمان آزمون (دقیقه): تستی: ۱۱۰ 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-..... facilitates the exchange process and the development of relationships by carefully examining the needs and wants of consumers.
1. managing                      2. marketing                      3. budgeting                      4. auditing
- 2-The promotional programs must be ..... with other marketing activities.
1. diffused                      2. communicated                      3. coordinated                      4. realized
- 3-The integrated marketing communications(IMC) approach seeks to have all of a company's marketing and promotional activities project a consistent ,unified image to the .....
1. market place                      2. company                      3. organization                      4. msrketing
- 4-IMC is proving to be a permanent change that offers significant value to marketers in the rapidly changing communications environment they are facing in the new .....
1. around                      2. services                      3. process                      4. millennium
- 5-A fundamental reason is that they understand the value of strategically integrating the various communications functions rather than having operate autonomously . "fundamental" means .....
1. proper                      2. sound                      3. basic                      4. advantage
- 6-One of the fastest- growing sectors of U.S economy is ..... in which organizations communicate directly with target customers to generate a response and /or a transaction.
1. direct marketing                      2. advertising                      3. promotion                      4. selling
- 7-It is still the most ..... way to reach large audiences.
1. promotion                      2. direct response                      3. industry                      4. cost- effective
- 8-An advantage of publicity over other forms of promotions is it .....
1. sponsorship                      2. credibility                      3. relations                      4. communication
- 9-The ..... must consider which promotional tools to use and how to integrated them to achieve marketing and communication objectives.
1. marketer                      2. seller                      3. buyer                      4. manager
- 10-The first step in the IMC planning process is to ..... the marketing plan and onjectives.
1. intends                      2. determine                      3. budget                      4. plan
- 11-The internal analysis also ..... the relative strengths and weakness of the product or service: its advantages and disadvantages.
1. proves                      2. assesses                      3. develops                      4. purchase

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12-The ..... focuses on factors such as characteristics of the firm's customers and competitors.

- |                      |                           |
|----------------------|---------------------------|
| 1. External analysis | 2. environmental analysis |
| 3. internal analysis | 4. customer analysis      |

13-Two important aspects of the advertising program are development of the message and the .....

- |                      |                     |
|----------------------|---------------------|
| 1. creative strategy | 2. basic strategy   |
| 3. media strategy    | 4. overall strategy |

14-The IMC planner wants to know not only how well the promotional ..... is doing but also why.

- |            |                |          |             |
|------------|----------------|----------|-------------|
| 1. program | 2. performance | 3. media | 4. strategy |
|------------|----------------|----------|-------------|

15-The ability of a purchaser or seller to control price and quantity of an item is called .....

- |                 |                 |           |           |
|-----------------|-----------------|-----------|-----------|
| 1. brand equity | 2. market power | 3. vendor | 4. market |
|-----------------|-----------------|-----------|-----------|

16-The grouping of consumers on the basis of attributes sought in a product is known as ..... and is widely used.

- |                               |                            |
|-------------------------------|----------------------------|
| 1. behavioristic segmentation | 2. Geographic segmentation |
| 3. market segmentation        | 4. benefit segmentation    |

17-The ..... must examine the sales potential of the segment, the opportunities for growth the competition and its own ability to compete.

- |           |         |              |          |
|-----------|---------|--------------|----------|
| 1. market | 2. Firm | 3. marketing | 4. buyer |
|-----------|---------|--------------|----------|

18-..... market identification isolates consumers with similar lifestyles, needs, and the like, and increases our knowledge of their specific requirements.

- |           |          |          |        |
|-----------|----------|----------|--------|
| 1. Target | 2. trade | 3. brand | 4. set |
|-----------|----------|----------|--------|

19-The marketing strategy mix would be varied accordingly, with greater emphasis placed on gaining distribution through full service, quality retail .....

- |              |             |            |               |
|--------------|-------------|------------|---------------|
| 1. situation | 2. segments | 3. outlets | 4. potentials |
|--------------|-------------|------------|---------------|

20-Marketers often use price /quality characteristics to position their .....

- |             |                 |               |           |
|-------------|-----------------|---------------|-----------|
| 1. services | 2. applications | 3. strategies | 4. brands |
|-------------|-----------------|---------------|-----------|

21-Position strategies generally focus on either the consumer or the competition."focus on " means .....

- |           |                |              |         |
|-----------|----------------|--------------|---------|
| 1. create | 2. concentrate | 3. establish | 4. link |
|-----------|----------------|--------------|---------|

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

- |                      |                     |
|----------------------|---------------------|
| 1. product symbolism | 2. product planning |
| 3. product decisions | 4. mass product     |

23- Intermediaries that help a firm make a product or service available to consumers, are sometimes called .....

- |            |                |                 |              |
|------------|----------------|-----------------|--------------|
| 1. brokers | 2. wholesalers | 3. distributors | 4. resellers |
|------------|----------------|-----------------|--------------|

24- When businesses use strategic planning, they must balance ..... and risk.

- |               |                  |             |          |
|---------------|------------------|-------------|----------|
| 1. strategies | 2. opportunities | 3. sections | 4. plans |
|---------------|------------------|-------------|----------|

25- One of the challenges of ..... is that it opens markets to international competition.

- |                   |              |                  |              |
|-------------------|--------------|------------------|--------------|
| 1. trade-barriers | 2. marketing | 3. globalization | 4. trade-off |
|-------------------|--------------|------------------|--------------|

26- When international businesses use existing channels they often redesign the ..... channel to increase efficiency.

- |                 |            |           |              |
|-----------------|------------|-----------|--------------|
| 1. distribution | 2. captain | 3. market | 4. exporting |
|-----------------|------------|-----------|--------------|

27- Intermediaries don't include .....

- |            |                 |              |                  |
|------------|-----------------|--------------|------------------|
| 1. brokers | 2. whole salers | 3. suppliers | 4. manufacturers |
|------------|-----------------|--------------|------------------|

28- In indirect exporting, a business uses ..... or agents to help it find customers and export products.

- |              |              |             |            |
|--------------|--------------|-------------|------------|
| 1. customers | 2. producers | 3. importer | 4. brokers |
|--------------|--------------|-------------|------------|

29- A country's ..... acts as immigration control for products entering the country.

- |           |            |           |            |
|-----------|------------|-----------|------------|
| 1. agents | 2. customs | 3. duties | 4. markets |
|-----------|------------|-----------|------------|

30- Islamic businesses, including Islamic banks and financial institutions, have ..... historically on conventional marketing.

- |               |              |           |                |
|---------------|--------------|-----------|----------------|
| 1. classified | 2. exchanged | 3. relied | 4. established |
|---------------|--------------|-----------|----------------|

شماره سوال	پاسخ صحيح	وضعيت كليد
۱	ب	عادي
۲	ج	عادي
۳	الف	عادي
۴	د	عادي
۵	ج	عادي
۶	الف	عادي
۷	د	عادي
۸	ب	عادي
۹	الف	عادي
۱۰	ج	عادي
۱۱	ب	عادي
۱۲	الف	عادي
۱۳	ج	عادي
۱۴	الف	عادي
۱۵	ب	عادي
۱۶		عادي
۱۷	ب	عادي
۱۸	الف	عادي
۱۹	ج	عادي
۲۰	د	عادي
۲۱	ب	عادي
۲۲	الف	عادي
۲۳	د	عادي
۲۴	ب	عادي
۲۵	ج	عادي
۲۶	الف	عادي
۲۷	ج	عادي
۲۸	د	عادي
۲۹	ب	عادي
۳۰	ج	عادي

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