

Student Name :

Student No. :

(Exam. time : 90 minutes)

A . Read the following text and then answer the questions :(2.5 points)

Companies can not survive today by simply doing a good job. They must do an excellent job if they are to succeed in markets characterized by slow growth and fierce competition at home and abroad . Consumer and business buyers face an abundance of suppliers in seeking to satisfy their needs and therefore look for excellence in quality , value , or cost when they choose their suppliers. Recent studies have demonstrated that the key to profitable company performance is knowing and satisfying target customers with competitively superior offers. And marketing is the company's function with defining customer targets and the best way to satisfy their needs and wants competitively and profitably.

- 1- Consumer and business buyers face suppliers.
A) a few B) few C) some D) too many
- 2- The key to excellent performance is target customers.
A) knowing B) studying C) satisfying D) both A and C
- 3- What does the underlined word " fierce " mean in the text ?
A) intense B) weak C) strong D) both A and C
- 4- What does the underlined word " superior " mean in the text ?
A) better B) worse C) bad D) both B and C
- 5- According to the text which sentence is TRUE ?
A) Consumers look for excellence only in cost when they choose their suppliers.
B) Marketing functions look to satisfy buyers' needs and wants .
C) Companies can survive today by simply doing a good job.
D) If companies are to succeed in markets , they must do an ordinary job.

C-Fill in the blanks with the following words : (Note : one word is extra).(2.5 points)

(customers-exploiting – characteristic- developing – available- integrated)

One important of marketing is its focus on and their needs. When properly done, such focusing enables firms to enjoy success over time by changes in the marketplace , by products that have demonstrable superiority over what is currently

D- Translate the following paragraphs into Persian:(8 points)

I) Marketing management is the conscious effort to achieve desired exchange outcomes with target markets. This definition recognizes that marketing management is a process involving analysis, planning, implementation and control ; that it covers ideas , goods and services ; that it rests on the notion of exchange ; and that the goal is to produce satisfaction for the parties involved . (3 points)

II) A classification of services is useful because of the great diversity of service institutions .If service marketers are to develop marketing strategies , they must know where their services “ fit in “ relative to competition and to consumers needs. Two of the most important characteristics that distinguish services from products are their intangibility and great variability in service performance . (3 points)

III) The philosophy that marketing strategies rely on a better knowledge of the consumer has become known as the marketing concept. The marketing concept states that marketers must first define the benefits consumers seek in the marketplace and gear marketing strategies accordingly. (2 points)

*GOOD LUCK
M.KARIMZADEH*