



تعداد سؤالات: تستی: ۳۰ تشریحی: ۵
 زمان آزمون: تستی: ۴۵ تشریحی: ۴۰ دقیقه
 آزمون نمره منفی دارد ○ ندارد ⊗

نام درس: زبان انگلیسی تخصصی (۲)
 رشته تحصیلی و کد درس: مدیریت جهانگردی
 ۱۲۱۲۰۱۱

مجاز است.

استفاده از: —

کد سری سؤال: یک (۱)

امام علی^(ع): برتری مردم به یکدیگر، به دانشها و خردهاست؛ نه به ثروتها و تبارها.

A. Find the correct answer (a, b, c, or d) and mark it on your answer sheet.

1. Marketing has been defined in a of ways.

- a. vary b. varies c. various d. variety

2. The marketing concept requires that management thinking be directed toward rather than sales volume.

- a. losses b. profits c. discounts d. misses

3. The product must be to the consumer.

- a. access b. accesses c. accessibility d. accessible

4. The four Ps in marketing mix are: product, place, promotion, and

- a. price b. people c. produce d. purchase

5. A product is much more than a combination of materials.

- a. raw b. rank c. roar d. rate

6. It is common sense that a product that offers greater utility and fills more consumer needs can command a price.

- a. same b. lower c. higher d. slighter

7. Advertising has been defined as any non personal presentation of goods, ideas, or services by an identified

- a. user b. sponsor c. consumer d. customer

8. Television presents both a(n) and visual message.

- a. picture b. written c. audio d. spoiled



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نیمسال اول ۸۹-۸۸

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9. Word of is the least expensive, most convincing form of personal advertising.

- a. mouth b. language c. tooth d. tongue

10. Because of the importance of personal selling, all staff should be sales-minded. "Staff" means

- a. buyers b. sellers c. persons d. personnel

11. Rather than dissipate promotion resources by trying to please all travelers, you should aim the promotional efforts specifically to the wants and needs of likely prospects. "Rather than" means

- a. but b. although c. because of d. instead of

12. Once target markets have been determined, appropriate media are chosen to reach these markets. "Appropriate" means

- a. disable b. useless c. suitable d. different

13. Generally, the tourist destination is to its major market, the more likely it is to attract large numbers of visitors.

- a. nearer b. farther c. further d. Higher

14. The term psychocentric is derived from "Psyche" meaning the centering of one's

- a. hand b. thought c. book d. speech

15. Marketing can be defined as the performance of business activities that direct the flow of goods and services from the producer to the

- a. producer b. consumer c. manufacturer d. reader

16. Tourism is likely to continue to grow and develop much more than many other sectors for many years to come.

- a. rapid b. rapidly c. rapidity d. rapids



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۱۳۹۲/۱۱

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17. The period of the 1990s proved itself to be dramatically different from that of the previous three decades. "That" refer to

- a. period b. decade c. itself d. previous

18. Pushing the limits even further, certain individuals and groups are now espousing the potential of virtual reality as a replacement for travel. "Further" means

- a. less b. fewer c. more d. farther

19. As standards of living rise, so the range of leisure-time options

- a. broad b. to broaden c. to broadens d. broadens

20. In Japan, there has been some decline in the workweek over recent years. "Decline" in Persian is

- a. enhance b. rise c. decrease d. increase

21. In 'Tourism marketing' you will also learn about distribution systems. "Distribution" in Persian is

- a. توسعه b. مونتاز c. تولید d. توزیع

22. The consumer's perception of the product depends on the important factors of reputation and quality. "Reputation" in Persian is

- a. شهرت b. کیفیت c. کمیت d. دانش

23. Consumer needs, wants, and desires are constantly changing, and competitive forces typically carry products through a life cycle. "Competitive" in Persian is

- a. تضامنی b. رفاقتی c. تصادفی d. رقابتی

24. Price determines how consumers perceive the product. "Determines" in Persian is

- a. افزایش می‌دهد b. تعیین می‌کند c. تغییر می‌دهد d. مهاجرت می‌کند



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25. Firms may decide to price below the current market price. "Current" in Persian is

- a. قبلی b. جاری c. آتی d. باستانی

26. Unfortunately, in many cases the distribution costs are difficult to estimate. "Estimate" in Persian is

- a. تسريع کردن b. تشبيه کردن c. تخمين زدن d. تسويه کردن

27. Radio has the advantage of outstanding flexibility and relatively low cost. "Flexibility" in Persian is

- a. قابليت انعطاف b. قابليت پخش c. قابليت شنيدن d. قابليت ثبات

28. Employees must have reasonable security in their jobs. "Security" in Persian is

- a. استقامت b. حقيقت c. امنيت d. رفاه

29. In the majority of cases, a tourism organization will want to market its product and services individually. "Majority" in Persian is

- a. اڪثریت b. اقلیت c. تعداد كم d. تعداد نه چندان

30. It is too early yet to reach firm conclusions regarding the changes that free movement of labor will bring to Europe. "Firm conclusions" in Persian is

- a. تصميمات اصلي b. محتويات فرعي c. اراده قوي d. نتايج قطعي

B. Translate the following sentences into Persian.

جمله‌های زیر را به فارسی ترجمه کنید.

1. The 'Statue of Liberty' is an internationally recognized tourism 'icon' that greatly enhances market awareness of New York city as a travel destination. (1 point)



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2. Most people have little idea what marketing is all about and would probably say that it has something to do with selling or advertising. (1 point)
3. The objective of most firms is to develop a profitable and continuing business. Therefore, companies must provide products and services that satisfy consumer needs. (1 point)
4. Web sites have very rapidly established themselves as one of the most powerful means of directly communicating with individuals in the marketplace. (1 point)
5. On the other hand, the travel industry has been one of the most successful in using the internet to market its products. (1 point)