

نام درس: زبان انگلیسی تخصصی (۲)

رشته تحصیلی: گرایش: مدیریت جهانگردی

کد درس: ۱۲۱۲۰۱۱

تعداد سؤال: ۶ تستی ۶ تکمیلی — تشریحی ۱۲

زمان امتحان: تستی و تکمیلی ۱۵ دقیقه تشریحی ۵۵ دقیقه

تعداد کل صفحات: ۳

A) Choose the best answer for each of the following questions. (each.5 points)

- When we use the word "image" which of the following could be considered.
 - Mental picture or idea
 - Brand
 - A destination
 - Advertising
- Which of the followings is **NOT** a phase in tourism product lifecycle?
 - Growth
 - Saturation
 - Plannong
 - Introduction
- What are the most likely result of the financial crises of the world economy during recent months in tourism industry?
 - A fall in tourism demand
 - Steady growth of the tourism sector
 - Increasing in tourism demand
 - No significant effect on tourism industry
- "An attitude that places first priority on the public interest when making any decision" is called.
 - Consumer perception
 - Promotion
 - Advertising
 - Public relation
- Which of the followings would show new trends in tourism industry?
 - Space tourism
 - Responsive tourism
 - E-tourism
 - All of the above
- Which of the following demographic changes does **NOT** seems to happen in future?
 - Increasing in growth rate of population in western societies
 - Aging of population in western countries
 - Decline in the family size
 - Increasing in the third world countries' population

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«سؤالات تشریحی»

B. Translate the following passages into fluent Persian.**B-1**

The heart of good marketing today is the marketing concept, or a consumer orientation. Tourism organizations that practice the marketing concept find out what the consumer wants and then produce a product that will satisfy those wants at profit.

B-2

In the saturation stage, sales volume reaches its peak: The product or service has penetrated the marketplace to the greatest degree possible. Mass production and new technology have lowered the price to make it available to almost everyone.

B-3

Once market segmentation is done and target market has been determined, appropriate media are chosen to reach these markets. For example if football (soccer) players are a target market and you have decided to use TV, the best time for advertising may be during the 90 program at Monday midnights.

B-4

International tourism receipts grew faster than world trade in the 1980s and now constitute a higher proportion of the value of world exports than all sectors other than crude petroleum / petroleum products and motor vehicle industries.

B-5

In brief, while tourism has traditionally been characterized as a “people industry” it is now coming face to face with the realities of the massive advances in technology that have occurred over the past several decades.

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B-6

The events of September 11, 2001, have vividly reinforced the critical significance of safety and security to people's desires to travel and thus to the well-being of the tourism industry. It follows that a primary goal of all sectors of the industry, as well as its government partners, must be to restore a sense of confidence to travelers regarding all aspects of the travel experience.

C. Match words in left column with correct words or phrases in right column. (each 5 points)

- | | |
|----------------|-------------------------------------|
| a. Leisure | 1. predict |
| b. Homogeneous | 2. fully grown or developed |
| c. Impact | 3. part of something |
| d. Forecast | 4. time free from work |
| e. Segment | 5. effect |
| f. Maturity | 6. formed of parts of the same type |