

سری سوال : یک ۱

زمان آزمون (دقیقه) : تستی : ۶۰ تشریحی : ۰

تعداد سوالات : تستی : ۳۰ تشریحی : ۰

عنوان درس : زبان تخصصی ۲

رشته تحصیلی / کد درس : مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶

- 1- All the company's cheques have to be signed by two.....
1. consumers 2. clients 3. workers 4. directors
- 2- Various forms of debt or obligation owed are.....
1. profits 2. liabilities 3. gains 4. returns
- 3- safety officer or safety engineer is qualified to look safety measures. "qualified" means in persian.....
1. منطقی 2. واجد شرایط 3. روان شناس صنعتی 4. مسلط
- 4- The strike caused by the management's refusal to negotiate with the unions.
1. discuss 2. sign 3. transfer 4. struggle
- 5- The company has become large and diffuse.
1. specific 2. old 3. modern 4. spread
- 6- He is the representative of all the workers in this factory.
1. instructor 2. agent 3. manager 4. customer
- 7- All his energies are..... upon his studies and he seems to have little time for anything else.
1. produced 2. broken 3. focused 4. known
- 8- He paid a considerable for buying a car.
1. price 2. share 3. contract 4. option
- 9- The company needs to save money by cutting down its.....
1. dividends 2. profits 3. expenses 4. gains
- 10- Some of the factories' machinery equipment are made of delicate pieces of instruments.
1. fine 2. complex 3. detailed 4. cheap
- 11- Advertising, personal selling and publicity are some of the principal methods of.....
1. bargain 2. sales 3. competitors 4. promotion
- 12- Radio and television are important means of.....
1. production 2. work 3. communication 4. play
- 13- The overwhelming majority of people agree with him.
1. very great 2. very little 3. feasible 4. friendly

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14- Which one of the following does not refer to the communication process?

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|-----------------------|-----------------------|
| 1. interpreting facts | 2. transmitting ideas |
| 3. creating opinion | 4. chairing meeting |

15- He is the chairman of the..... on technology and communication.

- | | | | |
|--------------|-----------------|-----------------|-----------------|
| 1. committee | 2. manufacturer | 3. transmission | 4. acceleration |
|--------------|-----------------|-----------------|-----------------|

16- Something that is made in one country and brought into another, usually in order to be sold there, is called a (n).....

- | | | | |
|---------|-----------|-----------|---------|
| 1. good | 2. export | 3. import | 4. item |
|---------|-----------|-----------|---------|

17- The merger between similar banks in the same area should enable them to eliminate 40% of the expenses of one of the banks.

- | | | | |
|---------------|---------|-------------|-------------|
| 1. separation | 2. join | 3. division | 4. conflict |
|---------------|---------|-------------|-------------|

18- There are some countries which don't..... the rules of international laws.

- | | | | |
|---------|--------|---------|--------------|
| 1. obey | 2. ask | 3. read | 4. interpret |
|---------|--------|---------|--------------|

19- The work of keeping a company's financial records, recording its income and expenses and its business deals refer to.....

- | | | | |
|-------------|-------------|------------|---------------|
| 1. managing | 2. teaching | 3. trading | 4. accounting |
|-------------|-------------|------------|---------------|

20- The purchase and sales of goods- and services are called.....

- | | | | |
|--------------|----------------|------------|-----------------|
| 1. functions | 2. regulations | 3. careers | 4. transactions |
|--------------|----------------|------------|-----------------|

21- There is a trade off between doing the job accurately and doing it quickly.

- | | | | |
|---------|------------|---------|-----------|
| 1. loan | 2. balance | 3. loss | 4. slogan |
|---------|------------|---------|-----------|

22- he is accountable for what happens in this company. "accountable" means in persian.....

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|------------|---------|----------|-----------|
| 1. حسابدار | 2. منشی | 3. مسئول | 4. حسابرس |
|------------|---------|----------|-----------|

23- The magazine will be published quarterly.

- | | |
|-----------|----------------------|
| 1. yearly | 2. four times a year |
| 3. montly | 4. weekly |

24- When you buy stocks, shares, property in order to make a profit, in fact you are.....

- | | | | |
|--------------|--------------|----------------|-----------|
| 1. investing | 2. budgeting | 3. advertising | 4. paying |
|--------------|--------------|----------------|-----------|

25- Robats are replacing all the manual..... on the factory floor.

- | | | | |
|------------|---------------|-----------|--------------|
| 1. reports | 2. hand books | 3. labour | 4. catalogue |
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26- Their local shop has very convenient opening hours.

1. late 2. suitable 3. soon 4. unsuitable

27- An organization which sells to a second organization the rights to a patent, or a brand name is.....

1. licensor 2. licensee 3. producer 4. license

28- integrative bargaining is of a problem losing in nature. "integrative bargaining" means.....

1. معامله صوری 2. معامله مختلط 3. معامله پایاپای 4. معامله نقدی

29- A short phrase that is easy to remember and is used by an advertiser, organization, or other group is called.....

1. slogan 2. proverb 3. sentence 4. mark

30- The..... of girls to boys in the society is two to one.

1. physiology 2. size 3. shape 4. ratio